

AKEBONO
PERFORMANCE
 ULTRA-PREMIUM BRAKE PADS



AKEBONO BRAKE PADS ARE THE OEM BRAND OF CHOICE

Akebono brake pads have higher customer satisfaction and profitability

- Clean wheels
- Quiet performance
- Longer rotor and pad life
- Smooth and confident pedal feel

Millions of car owners depend on Akebono brake pads ... shouldn't you?



Akebono is the Original Equipment Manufacturers' brand of choice and is factory installed on many of the world's most sought-after vehicles.



Performance Ultra-Premium brand products are environmentally friendly and adhere to the low copper requirements under California and Washington restrictions.



ABOUT AKEBONO

- Has more than 85 years of brake design expertise
- Is the originator of ceramic pad technology
- Is the benchmark in braking expertise
- Is the global leader in the analysis and control of NVH (noise, vibration and harshness)
- Provides unparalleled and extensive R&D

RESEARCH & DEVELOPMENT

Akebono is the number one choice of OEMs in North America, and offers its customers unparalleled experience and expertise, all backed by the most comprehensive R&D in the industry. Auto manufacturers around the world recognize Akebono as the innovating leader in braking technology.



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DESIGNED FOR THE DRIVING ENTHUSIAST AND WORK VEHICLE

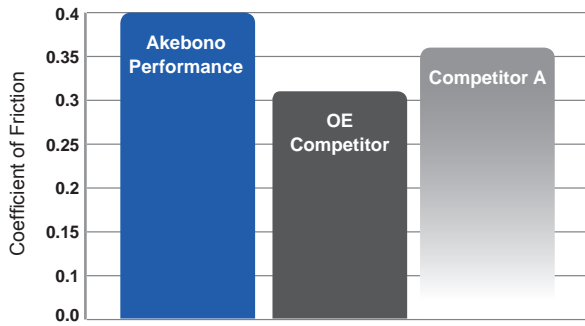


THE ESSENCE OF BRAKING.™



EXTREME PERFORMANCE

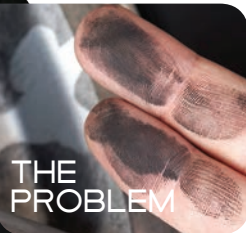
STOPPING POWER - NEW



Akebono Performance has "Out of the Box" Best Stopping Power

PERFORMANCE

With the demands put on vehicles every day, it is important to have brake pads you can count on to keep you safe — Akebono's Performance Ultra-Premium brake pads — Performance driving at its best.



Driving enthusiasts are performance driven and demand the most out of their vehicles. Whether for track driving, light trucks, SUVs, fleets or law enforcement vehicles, you can count on the Akebono Performance line to safely and smoothly stop your vehicles.

CLEAN, QUIET AND SAFE, EVEN UNDER EXTREME DRIVING CONDITIONS

Akebono offers a line of ceramic brake pads specifically engineered for fleets, law enforcement and extreme use — Akebono Performance® Ultra-Premium brake pads. These brake pads are made from a proprietary mix of unique ceramic formulations for maximum friction and rotor compatibility. To assure optimum performance, distinct designs have been developed for each vehicle model, resulting in a precise fit that virtually eliminates brake squealing, groaning and vibration.

LIGHT TRUCKS AND SUVs

Akebono Performance Ultra-Premium brake pads are ideally suited for light trucks and SUVs that need additional braking force for challenges such as towing boats, trailers, campers and equipment.



AKEBONO BRAKE PADS DELIVER

- Safety
- Performance
- Confidence
- Durability

FLEETS

More than 20% of vehicles sold in the USA are for fleet use. These vehicles are driven to their limits and require brake pads that can handle the job. That's why Akebono developed the Performance brand — a separate brake pad line with a unique mixture of ingredients for these specific applications.

