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 noise, vibration and harshness (NVH)
- 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, backed by the most comprehensive R&D in the industry. Auto manufacturers around the world recognize Akebono as the innovating leader in braking technology.
PRECISE BRAKING CONTROL AND PERFORMANCE

It’s critical that your brakes perform as flawlessly as your vehicle. You can count on Akebono’s industry-leading engineering and braking expertise to match the superior quality of your European-designed vehicle.

LUXURIOUSLY CLEAN

Akebono EURO® Ultra-Premium brake pads are designed, engineered and manufactured with the finest materials to virtually eliminate dusting.

YOU DEMAND THE BEST OUT OF YOUR VEHICLE. WHY DEMAND ANYTHING LESS FROM ITS BRAKES?

Global automakers trust Akebono EURO Ultra-Premium brake pads to deliver factory performance and safety. Akebono EURO Ultra-Premium brake pads are engineered for the ideal vehicle control and response performance intended by the manufacturers of European makes.

ULTRA QUIET

Akebono has developed an extensive variety of unique EURO Ultra-Premium ceramic formulations to virtually eliminate brake squealing, groaning and vibration.

% NOISE

OE Competitor 23.7%

Akebono EURO 16.1%

0%

10%

15%

20%

25%

Worst

Best

Tested on BMW 3 Series — Noise Events Above 70dB

AKEBONO BRAKE PADS DELIVER

- Safety
- Performance
- Confidence
- Durability

VEHICLE-OPTIMIZED FORMULATIONS

Akebono EURO Ultra-Premium brake pads are specifically designed with various unique wheel architectures in mind. This provides superb function and rotor compatibility, resulting in longer rotor life.

EUROPEAN ENGINEERING

European OE manufacturers recognize Akebono for its industry-leading braking innovations and products. Akebono EURO Ultra-Premium brake pads consistently deliver superior braking performance and smooth stopping power across a wide range of driving conditions, including panic stops.

ROTOR WEAR

Tested on BMW 3 Series — 1,000 Stop Normalized