

## News Release

## ADVICS Significantly Expands Coverage for Ultra-Premium Disc Brake Pads and Rotors

- · Company adds 62 brake pad SKUs for Japanese and Korean vehicles
- Doubles current rotor VIO coverage by adding 130 SKUs
- Parts in stock at AISIN warehouses in the US by Q1 2021
- New coverage will be showcased at Virtual AAPEX Experience

**PLYMOUTH, Mich.** – Oct. 27, 2020 – In an aggressive effort to expand its current product offering for the North American aftermarket, <u>ADVICS</u>, the leader in advanced braking technology, has announced a major addition to its product line of ultra-premium disc brake pads and rotors for Asian and domestic vehicles.

With this expansion the company is adding 62 additional SKUs to its line of ultra-premium disc brake pads, resulting in significantly increased coverage for all late model Japanese and Korean vehicles. Its line of ultra-premium disc brake rotors will increase by 130 SKUs, doubling the company's current coverage for vehicles in operation (VIO). These product line additions provide a 126 million VIO increase for ADVICS.

"In addition to adding coverage for vehicles that were not already in our portfolio, we are also expanding our current offering by matching front pads with rears," said Gil Pulliam, senior manager of the aftermarket department for ADVICS. "This product line expansion demonstrates our continued commitment to technology and developing products for the entire brake system. Additionally, all of our new applications have been engineered to meet or exceed OE standards for durability and performance."

The company will showcase its expanded product portfolio at the Virtual AAPEX Experience, November 3-5, 2020. ADVICS brake pads and rotors are engineered to work together. Developed from advanced ceramic friction technology, ADVICS ultra-premium disc brake pads provide superior stopping power and peak performance capabilities. Constructed from certified high carbon, ADVICS ultra-premium disc brake rotors use OE-quality precision machining to achieve tight, precise tolerances, maximum friction reduction and heat diffusion. Using ADVICS pads and rotors together provides longer life, less noise and the same pedal feel as the OE product. Additionally, all new brake pad kits contain the required installation hardware.

The company offers a full product line of brake system components based on engineering expertise and know-how from robust OEM business, which results in a comfortable and safe ride for passenger cars, SUVs and light trucks. Ultra-premium disc brake pads, rotors, calipers, master cylinders, wheel cylinders and boosters make up the full ADVICS product line. As a member of the AISIN Group of companies, all ADVICS aftermarket products are sold through AISIN World Corp. of America, located in Torrance, California. All new SKUs from the product line expansion will be in stock at the AISIN warehouses in the US during the first quarter of 2021.

For more information on ADVICS and its advanced braking technology, visit <a href="http://advicsaftermarket.com">http://advicsaftermarket.com</a>.

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