



ULTRA-PREMIUM BRAKE SYSTEM COMPONENTS

EDITORIAL CONTACT SHEET



ADVICS (Advanced Intelligent Chassis Systems) is a supplier of ultra-premium OE brake system components that are engineered and manufactured with industry-leading technology and innovation for the aftermarket. With the combined experience of AISIN, DENSO and SUMITOMO ELECTRIC, three of the world's premier automotive suppliers, the ADVICS journey represents the very best of Japanese quality, global expertise and environmental sustainability for the road ahead. ADVICS ultra-premium aftermarket product line includes brake pads, master cylinders, wheel cylinders, brake boosters, brake rotors and calipers. ADVICS North America, Inc. is a wholly owned subsidiary of ADVICS Co. LTD. and has expanded to include more than 20 locations and over 10,000 employees on a consolidated basis worldwide. For more information, visit advicsaftermarket.com.

ULTRA-PREMIUM BRAKE PADS | BRAKE ROTORS | BRAKE MASTER CYLINDERS | BRAKE WHEEL CYLINDERS | BRAKE BOOSTERS | BRAKE CALIPERS



ADVICSAFTERMARKET.COM

EDITORIAL CONTACT TEAM

ADVICS can supply you with the expertise you are looking for when writing articles about the ultra-premium braking industry. Please contact MBE Group to provide a quote for your article or to offer a “state-of-the-industry” viewpoint. If you are writing an article about ultra-premium braking products for Asian and domestic vehicles, contact ADVICS for knowledge and experience with:

Technical information on brake systems

Addressing brake noise

Key considerations when choosing brake pads for your vehicle

The benefits of using ceramic brake friction materials



GIL PULLIAM — Sr. Manager – Aftermarket Sales

- More than 25 years involvement in aftermarket brake products category
- Experience in product development, sales, M&A activity and facility operations

JASON LANG — Product Manager

- A decade of sales and product management experience in the automotive aftermarket
- Expertise in the ADVICS aftermarket product portfolio and in creating content for product marketing materials, including installation instructions and product descriptions



FUMIKO HIGA-BALES — Branding and Supply Chain Manager

- More than 20 years of experience working with tier one automotive suppliers
- Experience in managing and launching new products, catalog management, communication development and customer service

FOR EDITORIAL OR PR OPPORTUNITIES, CONTACT:
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