



Request For Scheduled Release – Feb.1<sup>st</sup>.

## ADVICS Brand Launches New Line of Ultra-Premium Brake Fluids

- *Product launch includes DOT 3 and DOT 4 LV synthetic formulations*
- *Industry-leading performance for wet and dry boiling points*
- *Products will be available to ship directly to customers March 1*

**TORRANCE, Calif.**, Feb. 1, 2022– In an ongoing effort to expand its current product offering for the North American aftermarket, [ADVICS](#) – the leader in advanced braking technology and member of the [AISIN Group](#) of companies – has launched a line of ultra-premium brake fluids.

The launch includes both [DOT 3 and DOT 4 LV formulations](#) for disc, drum and ABS systems. Both formulations are ultra-premium synthetic and are manufactured in the U.S.

Both formulations' wet and dry boiling points (DOT 3 wet 307 degrees farenheit, dry 500 degrees farenheit; DOT 4 LV wet 355 degrees farenheit, dry 510 degress farenheit) exceed industry boiling point benchmarks as well as competitive benchmarks. High boiling points are necessary to prevent air bubbles from forming in the brake lines, which could lead to decreased braking performance.

“The addition of DOT 3 and DOT 4 LV brake fluids to the ADVICS product portfolio allows us to provide our customers with a complete ultra-premium brake product offering,” said Jason Lang, product manager for ADVICS Aftermarket North America. “We are dedicated to continuing the expansion of our ultra-premium brake system product coverage in the aftermarket, and exceeding OE quality and specifications with every product we sell.”

ADVICS DOT 4 LV formulation offers extreme low temperature viscosity, tested to perform in the most extreme environments. This low viscosity formulation delivers reliable and consistent brake system operation, even at the coldest temperatures.

“While this is the first brake chemical offered by ADVICS, chemicals and fluids are part of the core product offering from AISIN Corporation,” said Larrow Kaufman, senior sales manager for AISIN Aftermarket North America. “As a member of the AISIN Group of companies, ADVICS ultra-premium brake system products are designed, engineered and manufactured using the most advanced technologies available to the industry. AISIN Aftermarket is proud to distribute ADVICS brake system components and support the expansion of its product offerings.”

Please visit [www.aisinaftermarket.com](http://www.aisinaftermarket.com)

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 and ready to ship to AISIN customers March 1.

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Image Attached:

Image Download: <https://bit.ly/3tvWgcP>

### **About ADVICS**

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. As a member of the AISIN Group of companies, all ADVICS aftermarket products are sold exclusively through AISIN World Corp. of America. Dealers can be found using the online [dealer locator tool](#). For more information, visit <http://advicsaftermarket.com/>

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**About AISIN Aftermarket**

AISIN Aftermarket (Americas), a business division of AISIN Corporation based in Torrance, Calif., provides OE-quality premium parts and components to the automotive aftermarket, utilizing the engineering expertise, technological competencies and resources as one of the largest Tier One suppliers in the world. AISIN Aftermarket offers an extensive line of automotive products in categories such as: cooling, engine, drivetrain, body, electronics, chemicals and fluids. AISIN Aftermarket is also the exclusive distributor of ADVICS brake and brake-related products. AISIN brings OE quality to your driveway through a vast global distribution network as well as warehouse locations in California and Tennessee to service North America (Canada and USA) and ASLA, Panama to service Latin America. Please visit [www.aisinaftermarket.com](http://www.aisinaftermarket.com) or connect with us at [NA\\_Sales@aisinworld.com](mailto:NA_Sales@aisinworld.com).

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