



For Immediate Release

ADVICS Wins Automotive Communications Award at AAPEX 2022

- *Recognized for Best B2B Social Media Campaign*
- *Winning campaign launched new, ultra-premium line of brake fluid*
- *Automotive Communications Awards presented by [Women in Auto Care](#)*

TORRANCE, Calif., – November 10, 2022 – ADVICS, the leader in advanced braking technology, won an Automotive Communications Award at the Automotive Aftermarket Products Expo (AAPEX) 2022 for “Best B2B Social Media Campaign,” for its social media launch of the brand’s new, ultra-premium brake fluid product category.

The goals of the campaign were to introduce the new brake fluid product category to warehouse distributors (WDs) and those responsible for making parts purchases at the shop level, educate on product features and benefits and provide technical product education in the form of tech tip articles and videos.

The award-winning Facebook campaign earned over 2,000 impressions for technical content posted between February 1 - March 31, 2022. Twelve unique technical videos featuring brake fluid-related topics were produced and they gained over 10,000 views during the same time period.

“We value social media as an important communication tool to reach our technician audience daily, and understand the meaningful role it plays in the launch of a new product,” said Fumiko Higa-Bales, branding and supply chain manager, Aftermarket. “We are proud to accept this award for our social media campaign which supported a successful brake fluid launch, while also increasing ADVICS’ brand awareness and growing our social media audience.”

The award-winning social media campaign was managed by [MBE Group](#), a full-service marketing communications agency based in Bloomfield Hills, Mich.

The Automotive Communications Awards, presented by Women in Auto Care, acknowledge companies and agencies for their outstanding advertising, marketing and public relations efforts in the automotive aftermarket.

For more information on ADVICS, visit [ADVICSAftermarket.com](https://www.advicsaftermarket.com), and find its entire library of [technical articles, videos and more here](#).



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Image Attached:

Image Download (for digital): <https://bit.ly/3G6y5Kq>

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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/>

About AISIN Aftermarket

AISIN Aftermarket (Americas), a business division of AISIN Group 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 or connect with us at NA_Sales@aisinworld.com.

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