



For Immediate Release

ADVICS Brand Launches New Packaging Design

- *New, graphic packaging follows brand changes previously announced by parent company*
- *New packaging rollout will be gradual, based on inventory*

TORRANCE, Calif., – May 2, 2022 – [ADVICS](#), the leader in advanced braking technology and member of the [AISIN Group](#) of companies, is rolling out a new packaging design for its products beginning in May 2022.

This rebranding push for the ADVICS product line follows [the branding changes announced by AISIN Group during Q3 of 2021](#).

“ADVICS’ customers have come to know and trust the quality engineering, precision manufacturing and customer satisfaction that goes into all of our products,” said Fumiko Higa-Bales, branding and supply chain manager, ADVICS Aftermarket North America. “The new packaging design is bold and really stands out amongst the competition, just like our brand and its dedication to quality, performance and our customers’ safety. ”

The new packaging and branding will be gradually rolled out into the market as old inventory is phased out.

"Products under the old brand, logo and packaging will still be on shelves for some period of time as we work through the transition," said Larrow Kaufman, senior manager, Sales and Marketing, Aisin Aftermarket North America "Inventory of parts in the old packaging will determine the timing of a full turnover to the new branding."

###

Image Download (for digital): <https://bit.ly/38qz7SM>

Image Download (for print): <https://bit.ly/3F03KLa>

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/>

(continued)

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.

For further AISIN product information, contact:

Larrow Kaufman
Senior Sales Manager
North American Aftermarket
AISIN World Corp. of America
424-318-9582
lkaufman@aisinworld.com

For further ADVICS product information, contact:

Jason Lang
Product Manager, Aftermarket
ADVICS North America
734-414-5530
jason.lang@advics.com



For further PR information, contact:

Jennifer Thomas

Manager

Corporate Communications, Event Management

External Affairs

AISIN World Corp. of America

248-506-7881

jthomas@aisinworld.com