



For Immediate Release: Sept.30th.

ADVICS Expands Coverage with Launch of 44 Brake Pad SKUs

- *Approximately 24 million vehicles in operation (VIO) axle coverage added to current program*
- *Expansion includes 44 new brake pad part numbers*
- *Coverage for more than a dozen domestic and import brands*

TORRANCE, Calif., – September 30, 2022 – [ADVICS](#), the leader in advanced braking technology and member of the [AISIN Group](#) of companies, announced today that it is expanding coverage of its brake pad product line by adding approximately 24 million to its current vehicles in operation (VIO) axle coverage.

Known for excellent customer service, AISIN is including the necessary hardware for operation for 40 of the 44 new ultra-premium brake pad part numbers added to ADVICS' brake pad lineup. (The remaining part numbers either do not require it, or the hardware is not available currently.)

"Although ADVICS is well-known in the industry as a manufacturer of aftermarket brake parts for Toyota vehicles, this product expansion demonstrates that we continue to grow our product offerings, providing coverage for a broad range of Asian and domestic vehicles," said Gil Pulliam, senior manager, Aftermarket Department, ADVICS. "These new part numbers provide robust coverage for a variety of makes, including GM, Cadillac, Buick, Chevrolet, Ford, Lincoln, Mazda, Toyota, Lexus, Honda, Infiniti, Nissan, Hyundai, Kia, and Genesis."

As a member of the AISIN Group of companies, ADVICS aftermarket products are sold through the aftermarket division of AISIN World Corp. of America, Torrance, California. All new part numbers from the brake pad product line expansion will be in stock at the AISIN warehouses in the U.S. during the fourth quarter of 2022.

This expanded brake pad coverage will be one of several topics presented at the AISIN/ADVICS booth #A4657 at the 2022 Automotive Aftermarket Parts Expo (AAPEX) in Las Vegas, November 1-3.

In addition to brake pads, ADVICS offers a comprehensive portfolio of brake system components designed, engineered and manufactured to work together. Ultra-premium disc brake pads, rotors, calipers, master cylinders, wheel cylinders, boosters and brake fluids comprise the full ADVICS product offering to date, and will be on display at this year's AAPEX Show.

For more information about ADVICS and its advanced braking technology, visit advicsaftermarket.com.



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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. The 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 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 consumers through a vast global distribution network as well as warehouse locations in California and Tennessee to service North America (Canada and USA) and ASLA, located in Panama, to service Latin America. Please visit aisinaftermarket.com or connect with us at NA_Sales@aisinworld.com.

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