



For Immediate Release: Oct.20th

ADVICS Expands Hyundai, Kia and Genesis Coverage with Launch of 67 Brake Rotor SKUs

- *Approximately 28 million vehicles in operation (VIO) axle coverage added to the current program*
- *Expansion includes 67 new brake rotor part numbers*

TORRANCE, Calif., – October 20, 2022 – [ADVICS](#), the leader in advanced braking technology and member of the [AISIN Group](#) of companies, is expanding its brake rotor product line by adding approximately 28 million to its vehicle in operation (VIO) axle coverage.

Each of the 67 brake rotors are certified high-carbon and fully coated, offering premium protection against rust and corrosion.

“We are always excited to broaden the coverage for our customers, allowing them to service more vehicles with ultra-premium quality parts,” said Gil Pulliam, senior manager of the Aftermarket Department for ADVICS. “These certified high-carbon brake rotors provide better fade resistance, optimal performance and power, and we can’t wait for shops to start servicing customer vehicles with this incredible product.”

As a member of the AISIN Group of companies, ADVICS aftermarket products are sold through AISIN World Corp. of America, located in Torrance, California. All new part numbers from the brake rotor product line expansion are currently in stock at AISIN warehouses in the U.S. and are available for immediate purchase.

This expanded brake rotor 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, 2022.

In addition to brake rotors, ADVICS offers an extensive portfolio of ultra-premium brake system components that have been designed, engineered and manufactured to work together. The current comprehensive ADVICS product offerings consist of ultra-premium disc brake pads, rotors, calipers, master cylinders, wheel cylinders, boosters and all-new DOT 3 and DOT 4 LV brake fluid formulas.

For more information about ADVICS and its advanced braking technology, visit <http://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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