

- **BULLETIN: AK224**
- **DATE: August 13, 2020**

ATTENTION: AKEBONO CUSTOMERS AND SALES PERSONNEL

Akebono IAM Organizational Announcements

To all valued Akebono Customers & Trading Partners,

Akebono Brake Corporation is pleased to announce the appointment of Mike Eldard to National Sales Manager of the Aftermarket. Mike brings his 18 years of Akebono sales experience to his new position. Prior Akebono roles held include Pacific Northwest District and Western Region Sales Manager as well as Account Manager for Genuine Parts Company/NAPA. Mike's entire career has been in the Automotive Aftermarket, where he started out as a counterman of a local auto parts store in Ogden, Utah. Prior to joining Akebono, Mike was Director of Sales for Cooper Industries Moog Automotive Division and Western Regional Sales & Service Manager at SystemOne Technologies. In his new role, Mike will lead all Regional and District Sales Managers and Sales Agencies in the US, Canada, Mexico and Latin America. Mike will maintain his GPC/NAPA responsibilities.

Additionally, Mike Dunn has been elevated to fill the Western Region Sales Manager position vacated by Mr. Eldard. Mike Dunn's responsibility now includes all Western and South-Central States. Mr. Dunn joined the Akebono Team in 2019 and comes to us with years of experience at Federal-Mogul Motorparts as a Division Sales Manager. Mike will continue to manage all of his current customer accounts in the Pacific Northwest and Northern California territory where he resides.

Other changes to our Aftermarket sales force include: Brian Horvath's National Group Sales Manager duties will expand to support select regional customers and Dom Ramirez, Eastern Region District Sales Manager, will continue to be based in Chicago and cover his Mid-West Territory as well as oversee key Akebono customers in Mexico and Latin America.

The remainder of our Aftermarket Field Sales Force include Lane Zemba, based in Los Angeles and responsible for Southern California, Nevada and Arizona; Michael Bruening, based in Texas and responsible for all South-Central States; Mike Spain, based in North Carolina, covering all South Eastern States; and Bill Perlmutter, based in Connecticut covering Pennsylvania, New York and all North Eastern States.

A complete breakdown of territory responsibility and contact information, for each can be found on our website: <https://akebonobrakes.com/aftermarket>.

Sincerely,

Tommy Rivera
Akebono Brake Corporation
Director of Aftermarket Operations

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