



Endless USA announces official support for the *Maxxis Corner3 Motorsports Challenge Series*.

The Endless Group, with its primary focus on brake pads, brake discs, brake lines, brake fluid and brake calipers, has released a balanced selection of high-performance brake solutions to maximize a car's potential. Endless Project Co., Ltd. concentrates on the research, development and manufacturing of high-performance brake products. Endless Advance is responsible for sales and the ongoing maintenance of the in-house race team. Together, Endless Project Co., Ltd. and Endless Advance collectively make up The Endless Group. The mission has always been to increase the potential of its high performance brake solutions while practicing environmentally conscious processes. For example, Endless develops brake pads without asbestos, a material that carries carcinogens, and also refrains from using solvents and hazardous chemicals within their products that are harmful to people and the environment. The Endless Group's slogan "The Will to WIN," reflects their determination to continuously improve upon its technology always advancing towards the next generation. Backed by a strong presence within the Japanese domestic market, Endless is continuously broadening their network within the international motor sport community and contributing to the positive growth of motor sport worldwide.

Endless is also an active supplier for WRC teams initially supplying the Group A Mitsubishi Lancer works team eventually leading to several other factory teams. Endless has officially established itself as a recognizable, worldwide player in various categories. In 2003, within the top category in motor sport Formula One, Endless became the official brake fluid supplier for the Honda Racing F1 Team, continuing the agreement in 2011 as the official supplier of Mercedes GP.

All phases of research and development up to final production are performed in-house by Endless. Endless offers a complete line of brake pad compounds ranging from advanced street applications to various, professional motor sport stages. Each brake pad compound is intended for a specific use and produced based on a precise blending of various materials. Compound assessment begins with data first collected from a one-fifth scale, dynamo-meter. Simulations on a full-scale, high-speed braking dynamo-meter are then performed. Depending on the outcome of the test pads, real-life testing begins. Endless houses its own race team with entries in Japan Super Endurance Racing Series enabling data collection and feedback from the motor sport world needed to produce competition brake pads.

In January of 1987, the top-ranked, Formula F3000 machines at the time ran for their first time on the domestic track at Suzuka Circuit. At the same time, the Endless blue brake pad made its debut. By the end of the season, there was a considerable amount of excitement brewing given the high performance results of the brake pads and Endless gaining 70% of the F3000 market share. The quintessential blue brake pad equated to the Endless image being born. From this point forth, Japanese domestic formula racecars, Japanese domestic touring racecars and the Le Mans 24 Hours Japanese racing team were using Endless brake pads. By the late nineties, Endless began supplying the BTCC Volvo factory team and soon thereafter, also became a supplier for the BTCC Ford factory team. Eventually, Endless established itself as a supplier to all major areas of Europe.

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