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**Sangsin Brake Welcomes Jeff Coggins as the Vice President
of Sangsin Brake America**

DULUTH, GA (October 11, 2018) – Jeff Coggins has joined Sangsin Brake as the Vice President of Sangsin Brake America, according to H.J. Song, President of Sangsin Brake America.

“We welcome Jeff to the Sangsin Brake organization and are very pleased to have him on board as our Vice President of Sangsin Brake America,” said Song. “His extensive experience in the braking industry, in addition to several years as a product manager and senior market manager with NAPA Brakes, means he is exceptionally well-positioned to help Sangsin Brake grow its already strong presence in the North American Automotive Aftermarket. We know that Jeff will be a tremendous asset to Sangsin and we look forward to a long and prosperous future together.”

Coggins’ career in the automotive industry began nearly 30 years ago, when he took a job as a counterperson in a NAPA Auto Parts Store. Since then, he has served various roles within NAPA’s Corporate Headquarters, most notably as the product manager for NAPA Brakes and senior market manager with NAPA Brakes and NAPA Undercar. Prior to joining Sangsin Brake, Coggins was the product manager of Engine Product Management with SATAIR Group in Atlanta.

During his tenure with NAPA, he managed all aspects of many of the auto parts giant’s largest product categories, including maintaining product management staff, developing and implementing go-to-market strategies, coordinating diverse vendor/supplier relationships and more.

About Sangsin Brake

For more than 50 years, Sangsin Brake has produced the safest, most dependable and reliable brakes in Korea. With a focus on quality that is backed by industry-leading research and development, Sangsin Brake proudly manufactures brake friction materials and replacement parts for leading global automotive manufacturers. For more information, visit www.sangsinusa.com.