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Kiwon Hoe Named President of Sangsin Brake America

DULUTH, GA (April 27, 2022) – Kiwon Hoe has been named as the President of Sangsin Brake America, according to Sejong Park, CEO of Sangsin Brake.

“We are very pleased to have Kiwon to be named as our President,” said HJ Song, Director of Overseas Sales Division for Sangsin Brakes. “His tenure with Sangsin Brakes, coupled with his extensive experience of and appreciation for the North American automotive market, makes him exceptionally well-positioned to help Sangsin Brake America continue to gain market share.”

Since 2010, Hoe has worked for Sangsin Brake at both the corporate headquarters in Daegu, Korea and at the U.S. offices in Duluth, GA. He began his career with Sangsin Brake as the U.S. Market Senior Manager at corporate. Prior to leading Sangsin Brake America, Hoe was the General Manager of the organization.

Hoe earned a Bachelor of Arts Degree from Napier University in Edinburgh, United Kingdom.

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.

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