



## **BREMBO DISPLAYS INNOVATIVE TECHNOLOGY AT DETROIT'S NORTH AMERICAN INTERNATIONAL AUTO SHOW FOR THE FIRST TIME**

**DETROIT, (Jan. 6, 2016)** – Brembo, the world leader and acknowledged innovator of brake technology will be a main floor exhibitor for the first time at Detroit's North American International Auto Show (NAIAS) to be held January 11-24, 2016.

Known for its high performance braking systems, Brembo will highlight its products on the main floor in Cobo Center at this month's North American International Auto Show, in addition to being featured on vehicles throughout the show including FCA, Ford and General Motors.

"Our domestic business has continued to grow steadily over the past decade and we are looking forward to introducing new products in 2016 with our OEM partners," said Dan Sandberg, president and chief executive officer, Brembo North America. "Our presence at the North American International Auto Show will help educate the media, OEMs, engineers, enthusiasts and the public on our full line of braking products available on new vehicles as well as our consumer brake products available for purchase throughout North America."

This is the first time that Brembo, based in nearby Plymouth, Michigan, will exhibit its products at NAIAS. Its booth will feature interactive displays of Brembo's brake components and will showcase one of the world's most talked about supercars, the all-new Ferrari 488 GTB. The Ferrari 488 GTB is the only car being displayed by the Italian car manufacturer at this year's Detroit show. Brembo and Ferrari have a 40-year relationship; Brembo first equipped the Ferrari Formula 1 car in 1975, marking Brembo's first racing brake system and entry in motorsports.

"We're honored to display the all-new Ferrari 488 GTB in our booth," Sandberg continued. "In 2015, Brembo celebrated 40 years in motorsports and that history began with Ferrari in 1975. This underlines our solid and long-lasting partnership with a global icon of Italian automotive luxury and performance, and exemplifies Brembo's performance heritage."

The Brembo booth has more than 30 braking components on display, including new improved ventilated discs, electro-mechanical parking brakes and interactive disc concepts where booth visitors can choose their favorite Brembo disc design. All this technology aims at reducing weight and improving performance.

Another first for Brembo is the North American introduction of an innovative, fully electric Brake By Wire concept system. Developed by Brembo engineers in Italy, the Brake By Wire system is a safe, environmentally-friendly and lean braking system with four independent braking corners. Brake By Wire is Brembo's view of the future of braking.

Brembo will also display its stylized high performance and street calipers along with the latest in carbon ceramic material brake discs for the ultimate in stopping power. Also featured will be the recently introduced, award-winning B-M8 caliper, an aftermarket brake specifically designed for the front braking systems of trucks, SUVs and large high-performance sedans.

About Brembo SpA

Brembo SpA is the world leader and acknowledged innovator of disc brake technology for automotive vehicles. Brembo supplies high performance brake systems for the most important manufacturers of cars, commercial vehicles and motorbikes worldwide, as well as clutches and other components for racing. Brembo is also a leader in the racing sector and has won more than 300 championships. Today the company operates in 16 countries on 3 continents, with 24 production and business sites, and a pool of around 7.700 employees, about 10% of whom are engineers and product specialists active in the R&D. 2014 turnover is € 1,803.3 million (12/31/2014). Brembo is the owner of the Brembo, Breco, AP, Bybre and Marchesini, and operates through the AP Racing brand. For more information, visit us at [www.brembo.com](http://www.brembo.com).

###

To access the 2016 Brembo NAIAS media kit, visit [www.mediakit.brembo.com](http://www.mediakit.brembo.com).

**Media Contacts:**

Caroline Fallara  
Communications Manager  
Brembo North America, Inc.  
+1 734 468 2109  
[cfallara@brembo.com](mailto:cfallara@brembo.com)

Susan Pollack  
Public Relations Consultant  
Brembo North America, Inc.  
+1 313 434 6912  
[susan@kcapr.com](mailto:susan@kcapr.com)