



Brembo Displays Road and Race Technology at Detroit's North American International Auto Show

Ferrari GTC4Lusso and Aprilia MotoGP bike displayed

DETROIT, (Jan. 9, 2017) – Brembo, the world leader and acknowledged innovator of brake technology returns as a main floor exhibitor for Detroit’s North American International Auto Show (NAIAS) to be held January 8-22, 2017.

Known for its high performance braking systems, Brembo will highlight its products at this month’s North American International Auto Show, on the main floor in Cobo Center. The company’s products are also featured on several of the latest production and concept offerings on vehicles on display in manufacturer exhibits from around the world.

“This year we expanded our manufacturing footprint in North America and looking forward to celebrating a strong sales year along with our customers,” said Dan Sandberg, president and chief executive officer, Brembo North America. “We are continuing our presence at the North American International Auto Show displaying the latest in braking technology and to celebrate key motorsport wins in sports car racing as well as those on two wheels.”

Brembo will feature a Ferrari GTC4Lusso with the company’s full aluminum monobloc calipers and carbon ceramic rotors and pads. The GTC4Lusso has a 6.2 liter V12 engine that produces 681 hp delivering a 0-62mph time in less than 3.4 seconds. It is the only Ferrari on display at the show. In addition, Brembo will have an Aprilia Racing RS-GP MotoGP bike on display. The RS-GP has more than 230 hp engine that takes it from 0-60 in 2.4 seconds and can stop almost as fast with Brembo aluminum brake calipers and carbon carbon racing discs and pads on the front.

“Ferrari was our first customer in Formula 1 some 42 years ago,” Sandberg continued. “The GTC4Lusso is described as the convergence of innovation, performance, sportiness and elegance. The Aprilia is a racing machine designed to get the rider around the race track as fast as possible.”

The Brembo booth has more than 30 braking components on display, including new improved ventilated discs, electro-mechanical parking brakes, a full array of aluminum road calipers as well as the latest brake-by-wire technology. Booth visitors will be challenged to match several Brembo brake packages with the correct automobile displayed at the show. In addition, the Brembo braking components that helped the Ford Performance Chip Ganassi racing team Ford GT win the 24 Hours of Le Mans are on display.

Brembo will also show its stylized high performance and street calipers along with the latest in carbon ceramic material brake discs for the ultimate in stopping power.

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 15 countries on 3 continents, with 24 production and business sites, and a pool of about 8,000 employees, about 10% of whom are engineers and product specialists active in the R&D. 2015 turnover is € 2,073.2 million (12.31.2015). Brembo is the owner of the Brembo, Breco, AP, Bybre, and Marchesini brands and operates through the AP Racing brand.

To access the 2016 Brembo SEMA media kit, visit www.mediakit.brembo.com.

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