



## PRESS RELEASE

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For immediate circulation

### **BREMBO: NEW WEBSITE ONLINE**

#### **New structure and new content, with more information and eye-catching graphics to celebrate 50 years in business**

Coinciding with celebrations to mark 50 years of activity, Brembo presents its new website [www.brembo.com](http://www.brembo.com), completely revamped with enhanced content and new graphics.

Design, innovation and comfort have always been the main goals pursued by Brembo and this is reflected perfectly in the Group's new portal, which offers images of superb visual impact combined with high quality content, not to mention simple, intuitive browsing. Brembo.com is richer than ever in news, curiosities, information and technical data, guaranteed to interest a global readership of enthusiasts.

Brembo.com is a website dedicated entirely to the world of brakes, catering primarily for the institutional stakeholders of the Group, but now also with improved and enhanced content aimed at end users, organized in four areas dedicated respectively to the auto, moto, commercial vehicles and racing sectors.

Each one of these sections has more space for images, videos and animations illustrating OE products, more information on the aftermarket range — provided with mechanics in mind — and a greater focus on upgrades, dedicated predominantly to diehard enthusiasts and racers. There is also plenty of space given to the world of racing, with statistics, technical data, news and background on Formula 1, MotoGP, Superbike and Nascar events. Small wonder, as Brembo is the leading supplier of brake systems to the premier teams involved in world championships.

This same leader status is reflected on the web. With well over a million visits to the site recorded during the course of 2010, Brembo is now looking to increase the number of contacts significantly, not least through new social media. The home page has prominently placed links to the main social networks: Facebook, Twitter, Youtube. These have provided Brembo — a unique player in the automotive components sector — with a direct line to end users.

#### About Brembo SpA

Brembo SpA is the world leader and acknowledged innovator of the 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, seats, seat belts and other components for racing only. Moreover, Brembo is also a leader in the racing sector and has won more than 200 championships. Today the company operates in 15 countries of 3 continents, with 35 production and business sites, and a pool of around 6000 employees, about 10% of whom are engineers and product specialists active in the R&D. 2010 turnover is € 1,075.3 million. Brembo is the owner of the Brembo, Breco, Bybre, Marchesini, Sabelt brands and operates through the AP Racing brand.

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