



BREMBO RULES THE ROADS OF THE SOCIAL WEB TOO...

Now with more than 100,000 fans on Facebook, Brembo can boast absolute leader status as a social networker among automotive component manufacturers worldwide

Stezzano – 23 July 2012 - Brembo, leading designer and maker of brake systems for cars, motorcycles and commercial vehicles, and for the world of motor racing, announced today that the company now has more than **100,000 fans on Facebook**.

In passing this huge milestone, the group joins the world's top exponents of digital communication in its sector of interest — namely automotive components — as well as gaining a high profile among brands associated with other categories of merchandise.

In addition to the attraction of a multilingual website (6 languages including Chinese and Japanese) accessed by a million individual visitors during 2011 — recently revamped and enriched with new content for customers and enthusiasts, as well as investors and the media — Brembo has achieved success right across the web, with a strong presence on all the main social networks, including Twitter, YouTube and LinkedIn.

Facebook, however, is undoubtedly the flagship initiative of Brembo's social web campaign, and its success is reflected in huge numbers: over 100,000 users, who have shown their preference for the leading name in brake systems, overshadowing other famous brands in the automotive sector. On the fan page, users can find all the latest product news — parts, upgrades, tuning — but also read comments and gossip, and enter competitions connected with the main championships and events in which the brand is involved.

As a leading component manufacturer, Brembo was quick to embrace the relational opportunities offered by the social media.

News, international exposure and user relations represent key aspects of this success: news items and posts are published every day in at least 7 different languages, and the reaction from fans is unfailingly positive, with “likes” and comments indicating their appreciation for the information they find, and confirming the popularity of Brembo products.

The Facebook channel also provides a significant and effective customer care tool. In effect, there is a steady increase in the number of fans who submit queries via Facebook or Twitter (and receive answers giving explanations or suggestions), indicating that more and more members of the web community are keen to make contact with Brembo.

Photo galleries, prize competitions and videos enhance and complete the “social” experience enjoyed by Brembo fans, whose interest and enthusiasm help to maintain the attraction of the page and define its character.

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 more than 6700 employees, about 10% of whom are engineers and product specialists active in the R&D. 2011 turnover is € 1,255 million. Brembo is the owner of the Brembo, Breco, Bybre, Marchesini, Sabelt brands and operates through the AP Racing brand.

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