



## **BREMBO AND AUTOMOBLOX LAUNCH PARTNERSHIP**

### ***Automoblox with Brembo Brakes displayed at 2015 Concours d'Elegance***

**DETROIT, July 22, 2015** – Brembo, the world leader and acknowledged innovator of brake technology for street and performance automobiles, collaborates with the award winning, premium toy company, Automoblox®. The partnership between Brembo and Automoblox makes its debut at the 2015 Concours d'Elegance of America at The Inn at St. John's on Sunday, July 26.

As a leader in product design, innovation and high quality construction, Automoblox is one of the world's premier automotive brands just for children. With Automoblox, young people develop vital cognitive skills while mixing and matching the interchangeable wooden body parts, stylish wheels, colorful tires and translucent roofs. The Brembo brake system is the latest mix-and-match feature with a tactile "twist-off" interchangeable function.

As part of the Brembo and Automoblox partnership, nearly all 2016 Automoblox cars will be equipped with Brembo brakes, calipers and rotors. Like real life Brembo brake systems on the recently launched Corvette, Cadillac CTS-V and ATS-V, Automoblox's Brembo calipers come in a variety of colors with three different rotor designs. The Brembo-equipped Automoblox cars are approximately 7.5 inches long, 3 inches high and 4.5 inches wide.



"Brembo's association with Automoblox will put Brembo components in the hands of future generations of car buyers," said Dan Sandberg, Brembo North America president and chief executive officer. "Brembo is the leader and innovator of brake technology in both functionality and design. It is fitting that we partner with Automoblox, a company that is using technology and innovation to set new standards in automotive toys."

"Our partnership with Brembo is the cornerstone of a fresh, new Automoblox," said Patrick Calello, Automoblox co-founder and principal designer. "We're car enthusiasts and this partnership with Brembo underscores our passion for the automotive industry and enthusiast community. I work on Brembo brakes in my garage and now kids all over the world can play for the first time with Brembo brakes in their homes and playrooms. As a global leader and innovator in brake technology, Brembo is the perfect partner for Automoblox."

In addition to producing high-quality products, Brembo was instrumental in incorporating design elements into its premium brake systems. Brembo first introduced colored calipers in the 1980s, adding visually appealing elements to the design of automobiles. Automoblox echoes that innovative philosophy in its ground-breaking mix-and-match toy system. The combination of natural wood, brilliantly colored plastic components and innovative construction has made Automoblox a revered and emulated icon in the toy industry.

An interactive Automoblox exhibit is housed inside the Brembo tent at the 2015 Concours d'Elegance of America. Children of all ages can create mix-and-match Brembo-equipped Automoblox and play with them inside the tent.

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For the fifth consecutive year, Brembo is the official media host of the Concours d'Elegance of America, in addition to sponsoring the supercar display which includes 25 unique supercars and motorcycles including the 2015 Ferrari 458 Speciale A, 2015 Alfa Romeo 4C coupe, 2014 Ferrari LaFerrari Coupe, 2016 BMW Motorcycle R 1200 RS, 2015 BMW R nineT and 2015 Polaris Slingshot SL Three Wheeler.

This year marks the 40<sup>th</sup> Anniversary of Brembo's first entry into motorsports. Brembo supplied its first racing brake system to Ferrari in 1975 in the Formula One World Championship. Since then, the Italian company has invested heavily in research and development of highly innovative and technological products.

#### **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. 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 brands and operates through the AP Racing brand. For more information, visit us at [www.brembo.com](http://www.brembo.com)

#### **About Automoblox®**

Automoblox® is an award-winning, premium wooden toy construction system based on transportation vehicles. Established in 2004, the company's founders, designer Patrick Calello and entrepreneur Susan Calello, are filling a niche in the toy market for a play experience that combines a back-to-basics approach with both design excellence and educational appeal. Winning every major toy award since its launch, Automoblox® has been applauded and endorsed by The New York Times, The Wall Street Journal, Jay Leno, Business Week Magazine, Newsweek, Fox Business News, CBS The Early Show, Automobile Magazine, Car and Driver, New York Magazine, and scores of other major consumer and trade publications.

Automoblox® is sold in specialty toy and gift stores, book stores, museum shops, boutique, design and children's stores. To find out more, visit [www.automoblox.com](http://www.automoblox.com) or [media.automoblox.com](http://media.automoblox.com).

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