

**BEST EVER BREMBO PRESENCE  
AT NORTH AMERICAN INTERNATIONAL AUTO SHOW  
*22 Different Marques Showcase Brembo's Original Equipment Success***

DETROIT, Jan. 16, 2010 – Confirming itself as a leading manufacturer in the Original Equipment business, Brembo brakes are fitted to almost one in six cars on display at this year's North American International Auto Show (NAIAS), held in Detroit.

Eighty percent of the Brembo-equipped cars on display at Detroit show are high-performance models; clearly confirming Brembo's leading edge role in automotive brake technology.

Brembo's advanced technology is finding an increasingly appreciative audience among car manufacturers and not just the traditional European performance car makers. On the domestic side of the OE equation, American marques such as Buick, Cadillac, Chevrolet, Chrysler, Dodge, Ford and Tesla are among Brembo's clients at Detroit, each with its own interpretation of high-performance motoring.

Specifically, Brembo brakes are fitted to the Buick Regal GS, the Cadillac CTS-V coupe and XTS sedan, all three making their world debuts. In addition, the Chevrolet Camaro SS and Corvette ZR1, the Chrysler 300C and Dodge's Challenger SRT8 and Viper Laguna Seca showcase Brembo, as well as the 2012 Ford Taurus SHO, Mustang GT 5.0 and Ford Racing Fiesta.

Brembo is also featured on several US-based specialty vehicles, including three Tesla electrics and the Revenge Verde supercar, the only car fitted with Brembo carbon ceramic brakes at Detroit.

Since 1961, Brembo has been acknowledged as a world leader in high-performance brakes so it's no surprise that virtually every European manufacturer of high-performance vehicles chose Brembo for its brakes. Showcase models from Audi, Bentley, Ferrari, Lotus, Maserati, Maybach, Mercedes-Benz, Mini and Range Rover are on hand to remind everyone that when it comes to the best brand, there is only one choice: Brembo.

Brembo is also original equipment on a number of high-performance vehicles from the Far East, including the Hyundai Genesis 3.8 Track, Lexus' IS-F and LFA models, and the Special-Edition Subaru Impreza WRX STI.

The reason for the company's success is fairly simple: Brembo's constant innovation involving new technologies, materials and state-of-the-art products results in the most comprehensive line of high-performance braking systems and components in the world.

# # #

**Brembo**, a world leader in engineering, development and production of high-performance braking systems and components, was established in 1961 in Bergamo, Italy.

Brembo is an engineering and production company with over eight percent of its 5400 employees dedicated to research, development and innovation. Brembo has 34 plants and offices in 14 countries worldwide. Each product is designed with performance and styling uniquely matched to the vehicle that it equips. Of equal importance is Brembo's total commitment to manufacturing and quality assurance. Brembo controls every step of the process, from design to iron casting through to assembly, by means of testing and simulations in the laboratory, as well as on the road and track to assure performance.

Brembo offers a comprehensive line of brake components and systems ranging from original equipment and aftermarket replacement parts, to racing and high-performance upgrades, as well as performance motorcycle components and systems.

As a global supplier, Brembo develops and manufactures braking system components and modules for customers worldwide, including Aston Martin, Audi, BMW, Chrysler, General Motors, Ford, Ferrari, Lamborghini, Maserati, Mercedes and Porsche. 2008 turnover was 1.06 billion Euros. Brembo is the owner of the Brembo, Breco, Marchesini and Sabelt brands and operates through AP Racing brand.

For more information visit us at [www.brembo.com/US](http://www.brembo.com/US) or contact Brembo North America.

<b>Jack Gerken</b>		<b>Francesca Muratori</b>
Brembo Public Relations Consultant		Brembo Media Relations Manager
714-436-9900		
Jack@Gerken.org		press@brembo.com

###