

**BEST EVER BREMBO PRESENCE
AT NORTH AMERICAN INTERNATIONAL AUTO SHOW**
Over 40 vehicles, 18 Different Brands Showcase Brembo's Success

DETROIT, Jan. 17, 2011 – 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 with the traditional European performance car makers. On the domestic side of the OE equation, American marques such as Buick, Cadillac, Chevrolet, Ford and Tesla are among Brembo's clients at the Detroit Auto Show, each with its own interpretation of high-performance motoring.

Specifically, Brembo brakes are fitted to the Buick Regal GS, the Cadillac CTS-V coupe, sedan and wagon, the Chevrolet Camaro SS and convertible, the Chevrolet Corvette ZR-1 and the Chevrolet Sonic Z-Spec, that debuted at the show. In addition, two Ford Mustangs – the Boss 302 and the Shelby GT500 – showcase Brembo, as well as Tesla.

Cadillac also debuted its Brembo-equipped SCCA World Challenge GT race car, based on the CTS-V coupe, that Johnny O'Connell and Andy Pilgrim will race in the series this year. Cadillac previously won the series championship in 2005 and 2007 with Brembo.

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 also chose Brembo for its brakes. Showcase models from Audi, Bentley, Ferrari, Fiat, Maserati, Maybach, Mercedes-Benz, Porsche, Range Rover and Volkswagen are on hand to remind everyone that when it comes to the best brand, there is only one choice: Brembo.

Porsche's 918 RSR hybrid race car also debuted at the show and won Autoweek's "Best of Show," while Monaco-based Venturi introduced an innovative electric dune buggy. Both vehicles were equipped with Brembo brake systems.

Brembo is also original equipment on a number of high-performance vehicles from Asia, including the Lexus' IS-F and LFA models and three Subaru Impreza models.

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.

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Brembo is the world leader and acknowledged innovator of brake disc 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 a leader in motorsports winning more than 200 championships. Today the company operates in 14 countries on 3 continents, with 36 production and business sites, and a pool of 5,417 employees (12/31/2009), about 10% of whom are engineers and product specialists active in R&D. 2009 turnover was € 825.9 Million. Brembo is the owner of the Brembo, Breco, Bybre, Marchesini and Sabelt brands and operates through AP Racing brand.

For more information visit us at www.brembo.com/US or contact Brembo North America.

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