



PRESS RELEASE

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For immediate release

FIRST NEW APP BREMBO: BREMBO PARTS TODAY THE AFTERMARKET CATALOGUE CAN EVEN BE CONSULTED BY I-PHONE AND I-PAD

Brembo once again confirms its focus on innovation and new trends in technology. After the launch of its new website and a strong presence on all major social networks, Brembo implements its digital platform and launches on the market its first App for spare parts professionals: BREMBO PARTS.

Downloadable free of charge from the App Store of Apple for consultation later, even off-line, the new App BREMBO PARTS stands out thanks to exciting graphics and intuitive navigation: the main menu immediately directs users to the product categories of interest "Discs/Pads" or "Drums/Shoes". Searches can be focused using the Brembo part number or the vehicle model.

The hallmark of the new App BREMBO PARTS is the possibility of consulting the technical data cards for all the part numbers available in the catalogue, complete with all the most important details. Additionally, Brembo offers all users the chance to access further exclusive content such as "Assembly Drawings", "Installation Instructions" and "Maintenance Suggestions".

The new App BREMBO PARTS also includes an auto-location system allowing instant selection of the navigation language and automatic positioning of the layout depending on the angle of the device while retaining proportions intact.

BREMBO PARTS is available in Italian, English, French, German, Russian, Danish and Spanish. The "Hydraulics" section for the "Product" category will be ready by the end of 2012, while the app for Smartphones using the Android platform is currently being developed.

Within BremboTube, the YouTube channel dedicated to Brembo (<http://www.youtube.com/BremboTube>), is available a video tutorial that shows the main features of the App.

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. 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 7049 employees, about 10% of whom are engineers and product specialists active in the R&D. 2012 turnover is € 702.6 million (results at 31 July 2012). Brembo is the owner of the Brembo, Breco, Bybre, Marchesini, Sabelt brands and operates through the AP Racing brand.

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