

PRESS RELEASE

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WINNER OF “ART IS A DISC” COMPETITION ANNOUNCED

Visitors to Automechanika selected the work of art they liked best from the ten decorated brake discs on display at the Brembo stand.

‘**No Limits**’ is the name of the winning entry in the Brembo “Art is a disc” competition: a creative advertising initiative for the company’s new range of UV-painted discs.

The contest was open to students and young artists attending German design schools, who were asked to create a work of art starting from a Brembo brake disc. Competitors were invited to show their talents in the artistic interpretation of a pillar-vented cast-iron disc, through the medium of paint or other free decoration. Following a preliminary selection, a jury of mechanics and co-workers viewed the entries on www.brembopromotion.com, and decided which would be the 10 finalists.

The lucky short-listed artists were invited to display their creations at Automechanika, in a genuine art gallery that was set up as part of the Brembo stand, where throughout the week of the event, **visitors were able to vote electronically** — by way of two iPads set up at the stand — for the disc they considered to be the most attractive or original, or the one that best interpreted the spirit and essence of Brembo. The entry that won the vote was **No Limits**. A fitting result, as the name alone is emblematic of the quest for excellence that characterizes Brembo.

During the exhibition week, the “Art is a disc” competition was conducted not only at the stand in Frankfurt, but also on the web, as fans of the **Brembo Facebook** page were able to vote for their preferred disc by way of the Survey App. The winner of the on-line vote was **The Unfinished**.

And indeed, “Art is a disc” does not finish here...! Not only does the lucky creator of **No Limits** win a Vespa, but a picture of the winning entry will be included at random in a box of Brembo discs (UV-painted, needless to say), among those distributed to the German market. The lucky mechanic who opens the box and finds the picture of the disc will win a superb Brembo Expert roller cabinet, equipped with a complete set of tools for the brake service professional.

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