



Niki Lauda prize winner of 'Bernie Ecclestone Award 2013 by Brembo'

Alberto Bombassei and Bernie Ecclestone will confer to Austrian former Formula One racing driver, three-time World Champion and now non-executive Chairman of Mercedes AMG Petronas F1 team, the annual honour to have contributed with his legendary races and his sporting and entrepreneurial capabilities to the history of Formula One.

The award ceremony will take place on Sunday 8th September at about h. 12.00 in the paddock of Monza circuit during Italy Grand Prix

(Stezzano, Italy, September 2013) – On the occasion of Formula One Italy Grand Prix Alberto Bombassei, Brembo Chairman, and Bernie Ecclestone, Formula One Management Limited (FOM) Chairman, will assign 'Bernie Ecclestone Award 2013 by Brembo' to Niki Lauda, Austrian former Formula One racing driver and now non-executive Chairman of Mercedes AMG Petronas F1 team, to have contributed with his legendary races and his sporting and entrepreneurial capabilities to the history of Formula One.

Niki Lauda, three-time Formula One World Champion in 1975, 1977 and 1984, competed in 177 races, achieving 25 wins, 54 podiums, 24 pole positions. After the retirement from racing competition, and before the commitment with Mercedes team since 2012, he filled various roles in motorsport: team consultant, television commentator, writer and journalist.

Brembo, involved in Formula One since 1975, equipped Lauda's car winning of 1975 World Championship.

In September 2013 the movie RUSH will be released about F1 battle between Niki Lauda and James Hunt in Seventies and contribute to further spread the culture of Formula One worldwide.

Thanks to the award assigned to Niki Lauda, Brembo brings the award outside Italy at more international level.

The award ceremony, a Formula One braking system, is scheduled for Sunday 8th September at about h. 12.00 in the hospitality area of Formula One Management inside the paddock of Monza circuit, in the presence of some Formula One drivers and international media.

The 'Bernie Ecclestone Award by Brembo' was born in 2011 to celebrate 50th anniversary of the Italian Company. In that occasion, Alberto Bombassei, Brembo Chairman, gave to Bernie Ecclestone a braking system personalized with the colour of the Italian flag. In 2012 the award was assigned to Luca Cordero di Montezemolo, Ferrari Spa Chairman.

This artistic and symbolic trophy aims to reward the sporting, moral, technical and entrepreneurial merits of personalities who are distinguished in racing world, reaching excellent results and contributing to the growth of Formula One.

Following this idea, the Italian Company leader in the realization of braking systems, together with Formula One Management Limited (FOM) Chairman, has decided to continue the awarding, with the aim to become an ambitious annual international goal.



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, as well as clutches, seats, seat belts and other components for racing. Brembo is also a leader in the racing sector and has won more than 200 championships. Today the company operates in 16 countries on 3 continents, with 22 production and business sites, and a pool of about 7.000 employees, about 10% of whom are engineers and product specialists active in the R&D. 2012 turnover is € 1.388,6 million (31.12.2012). Brembo is the owner of the Brembo, Breco, Bybre, Marchesini, and Sabelt brands and operates through the AP Racing brand.

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