



## PRESS RELEASE

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For immediate release

### NEW BREMBO CATALOGUE: ANYWHERE FOR ANYONE

With **more than 500 new part numbers**, including **200 in pads alone**, and **98% coverage** of all vehicles on the road, the **new edition of the Brembo catalogue** is being published in its **multi-product** form: for the front and rear of each application, discs and pads and/or drum and relative shoes are specified.

Compared with the previous version, it is now **available in more languages**: in order to meet the needs of ever expanding markets, Portuguese, Greek, Turkish, Russian, Polish and Czech versions have been added to give a total of 12 languages.

The utilised **classification of the vehicles** is still **TecDoc** with great advantages in terms of standardisation and reference uniformity and with the practicality of three available sources for Brembo customers (the printed catalogue, the online catalogue and TecDoc) with **identical data and precise and up to date information**.

The 2013 edition is characterised by its extremely wide coverage of vehicles on the road in Europe: **98% for discs and pads, 95% for shoes and drums**. More specifically, the range of discs extends to around 1,500 part numbers including **500 available in the UV painted version** and 130 Brembo Max. References for drums number about 300, while there are 450 shoes. The pads have reached an important milestone: with almost 1,300 part numbers in the catalogue, Brembo's offer has been significantly increased and updated, a fact which also testifies to the success of the product on the spare parts market.

Updating the printed catalogue with a certain frequency goes hand in hand with the need to provide customers with modern and digital support. In fact, **browsing the catalogue** is now possible **not only from any desktop computer at [www.bremboparts.com](http://www.bremboparts.com), but also on the go** without sacrificing any accuracy in the information – constant data updating –, the technical detail and the convenience of being able to make a query at any time and from anywhere.

The Brembo online catalogue is also **multi-product** with an indication of every available Brembo product. It has **more than 300,000 unique visitors per year**. The corresponding APP – **Brembo Parts** – available for Android and Apple devices, has **15,000 downloads**.

#### 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, AP, Bybre, Marchesini, and Sabelt brands and operates through the AP Racing brand.

For information:

Monica Michelini – Media Relations Specialist Brembo SpA  
Ph. 0039 035 6052173 – Fax 0039 035 6052273  
E-mail: [monica\\_michelini@brembo.it](mailto:monica_michelini@brembo.it) Website: [www.brembo.com](http://www.brembo.com)

Dagmar Klein / Regine Klepzig – Brembo Media Consultant  
Tel. 00 49 89 89 50 159-0  
E-Mail: [d.klein@bmb-consult.com](mailto:d.klein@bmb-consult.com) / [r.klepzig@bmb-consult.com](mailto:r.klepzig@bmb-consult.com)