



PRESS RELEASE

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For immediate circulation

BREMBO PARTS APP: NOW ALSO AVAILABLE FOR ANDROID

After the recent launch of the first Brembo App for consulting the Aftermarket catalogue via Apple smartphones and tablets, now Brembo Parts is also available for Android devices.

Not long after the launch of its first App for Apple and already more than 8,000 downloads later, **Brembo expands its digital offer for the spare parts market, making Brembo Parts available for download on Google Play as well.**

From the main menu, you can access the product category you want to explore, "**Discs/Pads**", or "**Drums/Shoes**", where you can search for the desired product by entering the Brembo code or by specifying the vehicle year, make and model.

As with the online catalogue, the App also provides **the technical data sheets for all the codes available** in the catalogue, complete with all the most important details.

Exclusive contents are also available such as "Assembly Diagrams", "Installation Instructions" and "Tips for Maintenance".

Thanks to the auto-localization system, **navigation language selection is instantaneous**: in fact, the App is available in Italian, English, French, German, Russian, Danish and Spanish.

In addition to its website, Brembo has also had excellent results on the major social media channels: more than 1.5 million new visitors to www.brembo.com during 2012. With more than 325,000 fans on Facebook and a strong presence on other major social networks such as Twitter, YouTube, LinkedIn, Pinterest and Google+.

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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