



PRESS RELEASE

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“CASA BREMBO” IS BORN AT MONZA ENI CIRCUIT

A braking performance exhibition of the Bergamo-based company will rise in the heart of the Italian temple of speed

The world leader in brake systems has signed with Autodromo Nazionale Monza SIAS SpA (Automobile and Sport Increase Company, federated with the Automobile Club of Italy) an agreement to transform the building, located next to the Ascari Grandstand, to “Casa Brembo”.

The aim of the multinational based in Bergamo, Italy, is to use an exclusive, inside one of the most famous and celebrated international motorsport arenas to host corporate events.

The union of two Italian brands of excellence in the automotive world such as Brembo and the Monza Eni Circuit has allowed the realization of the “Casa Brembo” project, giving new life to the space for events with an outdoor space to take in the sights and sounds of Monza. Thanks also to some renovations, the space is transformed into a meeting point for business conferences and presentations of products organized by the Bergamo-based company in conjunction with the various competitions taking place on the track during the year.

For over 40 years Brembo has been outfitting cars and motorcycles that aim to win in every form of motorsport competition around the world. Working with a spirit of continuous innovation and development on the world’s international racing circuits, like Monza, Brembo uses the “mobile laboratory” to translate what is learned on the track to customer vehicle braking systems around the world.

The propensity for innovation can be applied to Brembo’s communication formats within a context of relations with institutional and sporting interlocutors. Design, athleticism and the continuous research that provide customers with excellent products and processes will be some of the fundamental company values infused in the “Casa Brembo” project.

The project, ulimated in recent months, will be realized thanks to the collaboration with Autodromo Nazionale Monza SIAS SpA, the body that manages the Autodromo di Monza and hosts the most important motoring events, including the Formula 1 Italian Grand Prix.



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 and other components for Racing. Brembo is also a leader in the racing sector and has won more than 400 championships. Today the company operates in 14 countries on 3 continents, with 24 production and business sites, and a pool of over 10,600 employees, about 10% of whom are engineers and product specialists active in the R&D. 2018 turnover is € 2,640 million (12.31.2018). Brembo is the owner of the Brembo, Breco, AP, Bybre, and Marchesini brands and operates through the AP Racing brand.

On the Monza track, from 1922 to today, fundamental pages in the history of international motoring and motorcycling have been written. Monza Eni Circuit, know all over the world as the Temple of Speed, has been and continues to be the place where drivers, cars and competitions enter a legend that has lived for almost 100 years. From September 6st to September 8st the circuit will host the Formula 1 Italian Grand Prix, the F1 World Championship race, which last year attracted over 183,000 spectators in Monza over three days. The Monza Rally Show will conclude the 2019 racing season, a classic round in the Italian motoring scene that expertly mixes two and four-wheel champions and show, from November 29th to December 1st.

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