



PRESS RELEASE

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For immediate circulation

Brembo shows works of art at Automechanika

From today, 11 September, at the Automechanika event in Frankfurt, visitors to the Brembo stand can see a selection of brake discs decorated by young artists, and are invited to play the role of art critic by voting for the creation they judge to be the best.

The **ART IS A DISC competition**, organized by Brembo to coincide with **Automechanika 2012**, is a creative advertising initiative designed to promote the company's new range of UV painted discs. The contest is dedicated to students and young artists attending foreign schools of art and design, who were invited to create their entries starting from a Brembo brake disc.

Brembo products are already renowned as masterpieces by automotive experts and customers, and now — through the creativity of these artists — they will become genuine "museum pieces" as well...

Brembo has always stood out for an ability to combine the pursuit of quality and innovation with original creative and aesthetic solutions, ultimately producing items of exclusive design.

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 will be able to display their creations at stand D.21 hall 3, where they remain **on show to the public from 11 to 16 September**.

Throughout the week, **visitors to the event will be able to vote electronically** — by way of two **iPads** set up at the stand — for the disc they consider to be the most attractive or original, or the one that best interprets the spirit and essence of Brembo.

The votes will then be counted, and on 24 September the winning artist will be presented with a Vespa; in addition, visitors who take part in the vote will be entered in a prize draw with the chance to win, for example, one of 3 Brembo B Jet crash helmets.

The **competition** will be held not only at the exhibition stand in Frankfurt, but also on the web.

Users can view the exhibits throughout the week on the **Brembo Facebook page**, where more than 110,000 fans regularly meet and exchange views, and cast their votes for the preferred disc via the Survey App. This means that the Facebook Vox-Pop will produce another winner, to be announced 17 September on the fanpage.

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