



PRESS RELEASE

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For immediate release

BREMBO@AUTOMECHANIKA 2012

Brembo will participate at this year's Automechanika on a stand with a fresh and modern design built around the complete range of products that Brembo offers to Aftermarket professionals: discs, pads, drums and shoes, as well as the new arrivals in the Brembo family, i.e. hydraulic components for brakes and clutches.

The focal point is the new range of ultraviolet-coated brake discs: the protective paint coating guarantees greater resistance and complete protection over the entire life span of the disc. They represent a decisive step forward on the path towards environmental respect and protection, as during the process of coating no VOCs, environmental harmful emissions are produced. Compared with conventional coatings, correspondingly less energy is needed as Brembo's UV coating does not require high curing temperatures.. The product line of UV coated discs covers a large proportion of the European automobile fleet. The new discs have already been fully accepted by the market.

Art is a disc

This year, the subject of art will also hold a special place at Brembo. On the occasion of the launch of the new UV coated product range Brembo has involved artists and students from art and design schools, challenging them to paint and design the discs according to their own ideas. From all the works of art displayed on www.brembopromotion.com thousands of Brembo partners selected the ten most interesting examples for the final voting phase. The visitors to Automechanika will have the opportunity to choose the winner from the top ten artists. All jurors, in fact, will have the chance to win valuable prizes including three Brembo B Jet Helmets. The artist who receives the most votes will take home a brilliant Vespa.

A success story: Brembo pads

After the first full year since the launch of the complete disc and pad package, Brembo celebrates with great satisfaction the excellent sales of its range of brake pads. To date, in fact, the Brembo pad is already successfully marketed in over 30 countries and has already exceeded 15% of the weight in the sales of the Business Unit Aftermarket.

Straight after assembly, Brembo pads guarantee maximum efficiency from the first braking operation even at the highest temperatures. Braking distances are reduced to a minimum in any road conditions. High driving comfort and quiet operation are further characteristics for all Brembo brake pads.

These and many other innovations from the world of Brembo await you! **The Brembo booth is located in: Hall 3, Stand D21**

About Brembo SpA

Brembo SpA is the world leader and acknowledged innovator of the 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. Moreover, Brembo is also a leader in the racing sector and has won more than 200 championships. Today the company operates in 15 countries of 3 continents, with 35 production and business sites, and a pool of 7049 employees, about 10% of whom are engineers and product specialists active in the R&D. 2012 turnover is € 702.6 million (results at 31 July 2012). Brembo is the owner of the Brembo, Breco, Bybre, Marchesini, Sabelt brands and operates through the AP Racing brand

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