



## BREMBO ANNOUNCES “BRAKETHROUGH CHALLENGE” FOR NASCAR CANADIAN TIRE SERIES

**PLYMOUTH, Mich. (July 30, 2012)** – Since winning its first NASCAR Sprint Cup Series championship with Jeff Gordon and Hendrick Motorsports in 1998, the Brembo Group also has won titles in the NASCAR Nationwide Series and the NASCAR Camping World Truck Series. To continue that winning legacy within NASCAR, Brembo has engineered a new line of racing brakes (discs and pads), for the Late Model racing market, which will bring the quality and high performance of Brembo brakes deeper into the racing community.

The new Brembo product line falls within the rules package for the NASCAR Canadian Tire Series presented by Mobil 1, and Brembo will promote these new products by introducing the **Brembo Brakethrough Challenge** to the series starting this week.

The NASCAR Canadian Tire Series is Canada's premier stock-car racing tour. The series races nationally in Canada from Nova Scotia to British Columbia, and is in its sixth season of competition. Beginning with the Aug. 5 date at Circuit de Trois-Rivieres (Quebec), the **Brembo Brakethrough Challenge** will cover the final five events on the 2012 schedule.

All NASCAR Canadian Tire Series teams that display the Brembo promotional decal are eligible to participate. Should a team display the Brembo decal and use Brembo brake products, then that team is eligible to receive an additional bonus in the way of double product awards as outlined below, e.g., two sets of front rotors for the first event winner.

For the purpose of this program, the driver point standings will be reset to zero prior to the Aug. 5 event at Trois-Rivieres and be recorded with the same points system as outlined in the 2012 NASCAR Canadian Tire Series Rule Book for the remainder of the season. Ineligible teams will not be awarded points. NASCAR will keep the official point standings for the **Brembo Brakethrough Challenge**.

### 2012 Event Product Awards

Brembo will contribute the following product to the current **Brembo Brakethrough Challenge** points leader at the conclusion of each event:

1. Circuit de Trois-Rivieres, Aug. 5	Front Rotor Set
2. Circuit Gilles Villeneuve, Aug. 18	Rear Rotor Set
3. Barrie Speedway, Sept. 8	One (1) box of four (4) pads
4. Riverside International Speedway, Sept. 15	One (1) box of four (4) pads
5. Kawartha Speedway, Sept. 22	Full Rotor Set and & Full Set of Pads

### 2012 Year-End Payouts

First Place - \$3,000 plus 50 percent rebate to the 2012 season car owner for the 2013 NASCAR Canadian Tire Series presented by Mobil 1 season.

Second Place \$2,000 plus 50 percent rebate to the 2012 season car owner for the 2013 NASCAR Canadian Tire Series presented by Mobil 1 season.

Third Place \$1,000 plus 50 percent rebate to the 2012 season car owner for the 2013 NASCAR Canadian Tire Series presented by Mobil 1 season.

### About Brembo



**Brembo** is the world leader and acknowledged innovator of brake disc technology for automotive vehicles, with US\$ 1.5 billion in revenues. 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 only. Moreover, Brembo is a leader in motorsports winning more than 200 championships. Today the company operates in 15 countries on 3 continents, with 35 production and business sites with a staff of 6,900 employees, about 10% of whom are engineers and product specialists active in R&D. Brembo sells its products under the following brands: Brembo, Breco, Bybre, Marchesini, Sabelt and AP Racing.

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