



## PRESS RELEASE

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### **A NEW LOOK FOR THE BREMBO AFTERMARKET BOX**

***New content, new layout — a whole new packaging concept adopted by the company.***

Brembo believes in its products, and is not shy about saying so. This is the message the Group wants to send to the market with the new packaging for its aftermarket products: indeed the most striking new feature is the human element — the faces of employees that will soon be occupying the shelves of dealers and retail stores the world over.

This is a revolutionary departure from the classic all-red box, which for ten years and more has been the 'face' of Brembo in the Aftermarket, as well as being a totally new idea in the automotive sector.

In effect, the innumerable Brembo packs carrying the company's Aftermarket products around the world provide an extraordinarily powerful channel of communication, through which the corporate image can be transmitted to customers; with this in mind, the decision has been taken to convey a clear message of partnership through this medium, to underscore the notion of belonging to the Brembo family, as well reminding everyone of the superlative performance, and the attention to quality and innovation, that have always been the hallmarks of the company. These are just some of the concepts expressed directly by the faces of the twelve individuals on the box, who contribute actively to the production of the item packed inside. In short, to emphasize the strong sense of pride and belonging, and the commitment of Brembo to its customers, it was decided to show the faces of employees — the people who "make" the company — and the response to the casting invitation was truly remarkable.

On the new packs, moreover, the characteristic red colour that has always been synonymous with Brembo will be accompanied by black — providing the background to the faces — and white, by now a symbol of elegance and refinement everywhere, and as much in the automotive world as in any other. In fact, the side of the box exposed to view on the shelf will be almost all white, creating a clear contrast with the colours of other boxes.

The renewal is not only concerned with "appearance", but with the packaging material too: the new boxes have been strengthened to support the increased average weight of the products they contain, and carry items of information indicated for the benefit of replacement parts professionals. These include the address of the company website and the QR code giving access to the installation instructions on video — these same instructions will also be found in the box, on paper — so as to ensure that assembly or installation procedures are illustrated as clearly and effectively as possible. In addition, the box carries international symbols relating to European certifications, and the icons of social networks: Facebook, where Brembo has almost 140,000 fans, Twitter, YouTube and Google+, which are always updated with a wealth of information.

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