



FOR IMMEDIATE RELEASE

**BREMBO: OFFICIAL MEDIA SPONSOR OF  
2013 CONCOURS D'ELEGANCE OF AMERICA**  
*Supercar Display Also Sponsored by Brembo*

**PLYMOUTH, Mich.**, July 16, 2013 – Brembo will be the official media host at the 35th Annual Concours d'Elegance of America scheduled for Sunday, July 28, 2013 from 10 a.m. to 4 p.m and will also sponsor a display of 30 supercars and motorcycles, for the third straight year.

Formerly held at Meadow Brook Hall, the 2013 Concours d'Elegance of America is in its third year at the Inn of St. John's in Plymouth. The Concours is a unique event that brings together a collection of significant and rare cars that display the highest qualities of design, craftsmanship and style.

Brembo's sponsorship is a perfect relationship as the Italian company has long been acknowledged as a world leader in the design, development and production of high-performance brakes for the world's supercars. Some of the supercars on display at this year's event include a 2014 Aston Martin Vanquish, a 2014 Corvette Stingray, four 2013 Ferraris (458 Italia, California, F12 and FF), a 2014 Jaguar XF, four Lamborghinis ('86 Jalpa, '08 Reventon, '13 Aventador and '13 Gallardo), a 2012 McLaren MP4-12C and three 2013 BMWs motorcycles, among others. And most of these great cars are equipped with Brembo brakes as original equipment (OE).

While Brembo began operating in North America in 1988, it's biggest milestone occurred in 2007 when Brembo acquired the North American brake manufacturing facilities of Hayes Lemmerz and opened its North American corporate headquarters and R&D Center in Plymouth in 2010. In doing so, Brembo confirmed its commitment to the North American market to better serve its diversified OE customer base by offering a full array of specialty services from design to manufacturing. Since then Brembo has doubled its manufacturing capacity to address increased OE demand. North America now represents 23% of Brembo's worldwide revenue, second only to Germany.

"With the consolidation in our new headquarters and R&D center in Plymouth and our growing presence in North America, the Concours d'Elegance of America is an excellent fit for Brembo" commented Dan Sandberg, President and CEO of Brembo North America. "At Brembo, developing innovative technology for the future is always based on a strong foundation of past achievements, making the Concours even more relevant".

About 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, seats, seat belts and other components for racing. Brembo is also a leader in the racing sector and has won more than 200 championships. Today the company operates in 16 countries on 3 continents, with 22 production and business sites, and a pool of about 7,000 employees, about 10% of whom are engineers and product specialists active in R&D. 2012 turnover was € 1,388.6 million (12/31/2012). Brembo is the owner of the Brembo, Breco, Bybre, Marchesini, and Sabelt brands and operates through the AP Racing brand.

For more information:

**Jack Gerken**  
Brembo Public Relations Consultant  
714-436-9900- [Jack@Gerken.org](mailto:Jack@Gerken.org)

**Caroline Fallara**  
Brembo N.A. Communications  
734-468-2109 - [cfallara@brembo.com](mailto:cfallara@brembo.com)