



BREMBO@IAA 2013

Brembo will participate in the 65th Cars International Motor Show (IAA) at Frankfurt from 12 to 22 September, the most important car show in the world, taking the opportunity to reaffirm their cooperation with all the major car manufacturers and to introduce their product innovations.

LIGHTWEIGHT: THE CARRYING THEME OF THE STAND

The Brembo stand was designed to give visitors the feeling of entering a "light" area, using hanging white veils and a film that talks about technological innovations.

Even the products have been placed in a fluctuating way in display cases or resting on transparent surfaces that almost float in the air.

In this context there is a display case dedicated entirely to brake discs and the evolution of the materials used throughout the years in search of new technological solutions that respect the environment and aim to meet the increasingly stringent market requirements in terms of weight reduction, an area in which Brembo has always been committed.

There is also a space dedicated to electric calipers that cannot go unnoticed because of the fluorescent colour that sets them apart from the standard production. These are colours which were intentionally chosen to highlight the peculiarity and importance of these prototypes, which will be come the calipers of the near future.

NEW CONCEPT OF A LIGHT BRAKE DISC

At the IAA the new concept of a light brake disc will make its début. Conceived by Daimler with Brembo's partnership proving to be fundamental in developing the product, is a partnership project in which the company firmly believed and which allowed us to launch a product on the market with absolutely innovative characteristics.

In fact, the most important advantage is drawn from the steel housing which is only 2.5 mm thick, as opposed to the 7.5 - 9 mm of a traditional cast iron housing, with the same performance.

This significant reduction in weight produces a disc which, depending on the geometry of the housing, is 10-15% lighter: the larger the housing, the greater the weight reduction.

This means that the new concept of a light brake disc achieves an important result in the search for weight reduction, allowing the vehicle to significantly reduce fuel consumption and consequently have a lower environmental impact.

"EXTREMA" BRAKE CALIPER

The "Extrema" will have a place among the brake calipers. With an attractive look and better performance, the result of an innovative design and the use of mechatronics, this product was designed for top of the line cars with a strong sport vocation. It is therefore a product that aims to meet the needs of an extremely demanding and continuously evolving market. It has an aggressive look that translates above all into a significant reduction of the non suspended weight (more than 3 kg) and an improved feeling on the pedal, with optimised absorption (less than 10%) compared to the current production.

In the new Brembo "Extrema" caliper the electric parking brake is built into the caliper itself for the first time. Thanks to mechatronics, which brings various disciplines such as mechanics, electronics and information technology closely together, Brembo created the electronic control unit and the control software that manages the parking brake.

Stezzano, September 2013

For information:

Monica Michelini – Media Relations Specialist Brembo SpA
Tel. +39 035 6052173 Fax +39 035 6052273

E-mail: press@brembo.it – Web: www.brembo.com

Dagmar Klein / Regine Klepzig - Brembo Media Consultant
Tel. + 49 89 89 50 159-0

E-mail: d.klein@bmb-consult.com / r.klepzig@bmb-consult.com