



FOR IMMEDIATE RELEASE

**BREMBO TO CELEBRATE 10 YEARS IN THE MAKING OF
CARBON CERAMIC BRAKES AT SEMA**
New Interactive Booth Display to Debut at 2013 SEMA Show

LAS VEGAS, Nov. 5, 2013 – Brembo will celebrate 10 years of producing carbon ceramic brakes at the 2013 SEMA Show in Las Vegas, NV on November 5-8, 2013. This year, Brembo's new booth show display will be interactive providing education on the carbon product line-up and the Brembo brand. A new video will also be shown in the booth going behind the scenes of the hit film's Fast and Furious 6 and RUSH, showing Brembo's involvement in those movies.

For 10 years, Brembo has produced carbon ceramic material brake discs that provide 50% weight savings over a traditional cast-iron disc and high thermal conductivity, durability and versatility leading to a longer life span. Brembo is the leader in the carbon ceramic field and offers the CCM, CCM-R, and CARBON line of products. Years of product development and testing have resulted in Brembo being the leading provider of CCM applications and the leading supplier to professional racing, including Formula One and IndyCar, and most recently, several original equipment manufacturers who use carbon products in their high performance and premium vehicles.

Brembo's SEMA display will feature iPads that contain pre-loaded data and information and will invite attendees to learn more about Brembo' Formula 1 brake systems. Large screen televisions will feature behind the scenes video content of the manufacturing process used by Brembo when producing this high quality material. A full range of aftermarket product upgrades will also be on display including the Sport, Gran Turismo, GT-R and Professional Racing systems.

The Brembo booth is located in SEMA's Las Vegas Convention Center, Central Hall #22549.

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 the R&D. 2012 turnover was € 1,388.6 million (12/31/12). Brembo is the owner of the Brembo, Breco, Bybre, Marchesini, and Sabelt brands and operates through the AP Racing brand.

For more information:

Victor Carrillo
The ID Agency
213.802.0863 – victor@theidagency.com

Caroline Fallara
Brembo N.A. Communications
press2@brembo.com