



PRESS RELEASE

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For immediate release

BREMBO: REACHED THE 500,000 FAN MARK ON FACEBOOK

Brembo reaches half a million fans subscribed to its Facebook page. A remarkable achievement for a component manufacturer who has more fans than several other competitors, coming close to the leading giants of the automotive industry.

This achievement is the fruit of an ongoing digital communications campaign and of a relationship with social network users that began in 2011 with the launching of its first fan page.

The Brembo Group not only managed to gather a significant fan base, but has also succeeded in getting them actively involved. The page fans, in fact, show a level of interest and participation that is among the highest in the automotive sector. This means that logged users do not just view the contents and uploaded posts, but once they click on the "like" button, they participate, interact and exchange feedback with the company.

Brembo owes its current placement also to a precise strategy that caters to Facebook users all over the world, inviting them to the official page in their language. From this point of view, Brembo is one of the few Groups in the industry that posts its page in as many as 9 languages (English, Spanish, Italian, German, Portuguese, French, Russian, Chinese and Japanese) and by so doing, encourages the highest level of involvement.

Brembo's "social" ecosystem is completed by an active presence on all of the leading digital platforms like Twitter, Google+, Pinterest, LinkedIn, Instagram. Added to this is an impressive presence on video streaming channels like YouTube and YouKu, the Chinese on-line streaming website. Through these two platforms, Brembo offers its fans over 150 video clips that over the course of 2013 have totalled more than 150,000 minutes of logged viewers.

The Group's interest in social media is bound to grow in the upcoming years and aims at embracing bands of users that are more and more global and larger. In fact, the Group will soon be part of Sina Wibo, the most popular micro-blogging platform in China.

Brembo's vocation for the web is also the fruit of an experience acquired over the years through its website, www.brembo.com, by all means a window entirely dedicated to the world of brakes, which besides the sections dedicated to the Group's institutional stakeholders, also includes contents for end customers.

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 is € 1.388,6 million (31.12.2012). Brembo is the owner of the Brembo, Breco, Bybre, Marchesini, and Sabelt brands and operates through the AP Racing brand.

For info:

Monica Michellini – Media Relations Brembo SpA

Tel. +39 035 6052173 Fax +39 035 6052273

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