



PRESS RELEASE

Stezzano, 22 July 2013

For immediate release

BREMBO: THE WEBSITE IS ONLINE IN RUSSIAN

New Cyrillic version of the www.brembo.com portal launched

Brembo is presenting the new Russian version of the www.brembo.com website, which preserves the distinctive graphic style that has always been reflected the Group's digital communications strategy and which ensures intuitive browsing. This new language is added to the other 6 already available: Italian, English, Polish, German, Chinese and Japanese.

The high visual impact of the mix of images is combined with the abundance of the contents, providing simple, intuitive and effective browsing. The new www.brembo.com/ru website is entirely dedicated to the world of brakes and, in addition to the sections intended for the Group's institutional stakeholders, also includes contents for end customers, divided into four areas respectively dedicated to cars, motorcycles, commercial vehicles and racing.

The creation of the new version of the website confirms the increasing number of visits to the portal by Russian users. Indeed, Russia is currently the country which provides the eighth highest number of visitors to the Brembo website after USA, Italy, Japan, Germany, UK, Poland and Canada. In particular, the city where most users reside is Moscow, followed by St. Petersburg. The Russian capital plays an important role at world level too: in fact, Moscow is the fifth city in the world for number of visitors to the website, second only to London as far as cities outside Italy are concerned.

In this way Brembo is expanding and confirming its focus on the internet as a strategic communications tool. In this regard, the number of website hits is significant, and in 2012 it exceeded 2 million, while Facebook fans grew to over 400,000. It is precisely through this platform that Brembo, unique in the 'automotive' components sector, has been able to develop and consolidate a direct dialogue with its end consumers.

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, AP, Bybre, Marchesini, and Sabelt brands and operates through the AP Racing brand.

For further information: Monica Michelini – Media Relations Specialist Brembo SpA
Tel. +39 035 6052173 Fax +39 035 6052273
E-mail: monica_michelini@brembo.it – Web: www.brembo.com