



BREMBO'S F1 DEBUT FEATURED IN RON HOWARD'S HIGHLY ANTICIPATED FILM "RUSH"

PLYMOUTH, Mich., Sept. 18, 2013 – Brembo is honored to partner with two-time Academy Award® winner Ron Howard (A Beautiful Mind, Frost/Nixon) for "RUSH", a spectacular big-screen recreation of the merciless 1970s rivalry between Formula One drivers James Hunt and Niki Lauda, which will make its U.S. public release in selected theaters on September 20, everywhere else on September 27.

This film is significant to Brembo as it tells the story of the 1976 season, when Lauda's Ferrari with Brembo brakes was a key player in one of the most epic chapters of Formula 1. It was in 1975 that Enzo Ferrari first asked Brembo, the Italian manufacturer of high-performance braking systems, to equip his legendary Scuderia Ferrari with brake discs. Partnered with Clay Regazzoni, Lauda went on to win the F1 Drivers' and Constructors' championships for Ferrari in 1975. This was Brembo's first world championship. Even though Hunt won the championship in 1976 by one point, Ferrari (and Brembo) gained its second-straight Constructor's crown that year. The success story continued in 1977 as Lauda earned his second (of three) F1 Drivers' crowns, the third-straight for Ferrari and Brembo.

Since then, Brembo has continued to equip the Maranello Manufacturer and has become the top supplier to several other major F1 teams, earning 18 Driver's and 23 Constructor's championships, including 14 with Ferrari and the last three with Red Bull in 2010, 2011 and 2012. The current, highly advanced F1 Brembo systems use carbon brake discs as well as aluminum-lithium 6-piston monobloc calipers.

The movie "Rush" accurately depicts the F1 race atmosphere in 1976, including Brembo's original racing logo and colors of the era, featured at the German Grand Prix in Nürburgring, Monza for the unexpected return of Lauda during the Italian GP and during the season closer at the Fuji Speedway in Japan.

"The story of "RUSH" portrays an F1 era quite different from the one we know today," commented Alessio Bonzanni, Brembo's first F1 race engineer. "In the late 70's and 80's the teams would let us work on the car: disassembling all the pads and measuring the wear rates for the race, installing new parts and giving us total responsibility for the brake systems. They changed engines continuously in those days, so when they disassembled the rear axle we needed to bleed the brakes every time. Having a great working relationship with the crew chief was even more important back then."

In 1976, the period when the film is set, Niki Lauda and Clay Regazzoni's cars were the only ones equipped with Brembo brakes. At that time, the company generated sales of less than €1.5 million and had 146 employees. Today Brembo equips half of the Formula One cars, employs over 7000 people and in 2012 generated a turnover of €1.4 billion.

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.

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