

## PRESS RELEASE

### The secrets of Brembo braking system for MotoGP

Brembo presents a new and innovative video about the functioning of braking system thanks to 3D technology allowing to analyse each single component



**Stezzano, July 2013** - Brembo presents a new multimedia initiative dedicated to global specialized press to better understand the highest level of sophistication with the MotoGP brake system. The innovative 3D video features images of great impact and full of details, highlighting the highest technology reached by the engineers of the Italian *factory*. In the virtual tour, Brembo accompanies the viewer inside and 'through' every single component, pointing out the behaviour and the critical role of a braking system during a MotoGP race.

The Italian company, world leader in the research and supply of new technological and high performance solutions and components in international competitions, with this informative tool shows once again the maximum technological level of materials composing a braking system and the high standard of performance and reliability of each component.

#### Details to enter FTP and download the video (save the video before opening it):

ftp://217.220.77.66/public/giornalisti

**Username** => giornalista

**Password** => 10carta20

#### 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.

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