



## PRESS RELEASE

Stezzano, 4<sup>th</sup> November 2014

For immediate release

### **BREMBO RESEARCHES CONSUMER PREFERENCES AT EICMA**

#### **“Choose your colour” for the Brembo brake calipers**

Visitors to the Brembo stand at EICMA this year are being given an opportunity to influence future colour finishes on Brembo calipers. While on cars, the famous Brembo calipers painted red and yellow, are a distinctive feature particularly appreciated by the owners of vehicles, on motorbikes are usually available in black, gold, aluminum or titanium.

Whether specified as OE by the manufacturer or an Aftermarket purchase by discerning owners, these clearly branded calipers tell the world that a vehicle is fitted with the very best brakes available.

From time to time manufacturers do specify different colours. Suzuki, for example, has chosen blue and Brembo has produced calipers in a variety of other colours at the request of its OEM customers.

Now Brembo is asking visitors to EICMA, most of whom are motorcycle owners, to suggest which colours they would be most attracted to if Brembo were to increase its color options.

The 12 colours they are being asked to pick from are named after race tracks which host MotoGP – from as far apart as Assen and Misano in Europe to Austin in the USA and Philip Island in Australia.

Votes will be taken on the stand, where Brembo staff will ask visitors to pick their three favorite colors, and simultaneously through the company's social networks. The results will be published on Brembo's social networks at the end of the exhibition.

#### 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 300 championships. Today the company operates in 16 countries on 3 continents, with 22 production and business sites, and a pool of 7.605 employees, about 10% of whom are engineers and product specialists active in the R&D. 2013 turnover is € 1.566,1 million (31.12.2013). Brembo is the owner of the Brembo, Breco, AP, Bybre, Marchesini, and Sabelt brands and operates through the AP Racing brand.

For info:

Monica Michelini – Media Relations Specialist Brembo SpA  
Tel. 0039 035 605 2173 E-mail: [press@brembo.it](mailto:press@brembo.it)

Dagmar Klein/Regine Klepzig – Brembo Media Consultant – Tel. + 49 89 89 50 159-0  
E-mail: [d.klein@bmb-consult.com](mailto:d.klein@bmb-consult.com) / [r.klepzig@bmb-consult.com](mailto:r.klepzig@bmb-consult.com)