

RED – THE DOMINANT COLOR OF BRAKE CALIPERS AT THE GENEVA MOTOR SHOW

*Brembo Continues To Show Its World Leadership
As 100+ Vehicles Debut At The 84th Annual Show*

GENEVA, March 4, 2014 –The 84th Geneva International Motor Show will feature over 100 world and European premieres on display at the Palexpo Exhibition beginning today. And many of the most prestigious cars will be equipped with Brembo calipers and discs, confirming its role as the leading manufacturer of high-performance brake systems in the world.

World premieres fitted with Brembo brakes include such notable vehicles as the Alfa Romeo Giulietta Quadrifoglio Verde, Lamborghini Huracan LP 610-4, Lexus RC F Sport, Maserati Quattroporte 100th Anniversary Edition, McLaren 650S, Opel Astra OPC Extreme, Porsche Macan Diesel, Volvo V60 Polestar.

Following in the footsteps of the Brembo-equipped LaFerrari and 458 Speciale, Ferrari will world debut its **Ferrari California T**, a twin-turbo-charged V8 convertible sporting a retractable hard top and Brembo corner assemblies consisting of 6-piston, aluminum monobloc calipers in front (4-piston rears) and state-of-the-art carbon ceramic discs. (Insert photo of red California T caliper or module).

The European premieres include the North American Car of the Year, the **Chevrolet Corvette C7**. In addition to the Corvette Z06 and the Corvette C7.R that made its debut at the Rolex 24 at Daytona, the “Detroit” vehicles on stage at Geneva include **four Mercedes-Benz** equipped with the Brembo light brake disc, three BMWs, Cadillac ATS Coupe, Hyundai Genesis, Infiniti Eau Rouge Concept, Jaguar F-Type R Coupe, Lexus RC F, Nissan GT-R Nismo, five Porsches and the Range Rover Vogue, among others, and all fitted with Brembo high-performance brakes.

Another exceptional exhibit at Geneva this year is a display in Palexpo Hall #3 featuring 20 former Le Mans race cars, including the winning Sauber Mercedes C9 in 1989, Brembo’s first overall victory in the 24-Hour classic, and last year’s champion Audi R-18 E-Tron Quattro. Since 1989, Brembo-equipped teams have won 22 Le Mans overall championships, including the last ten straight.

The reason for the company’s success on the road as well as track is fairly simple: Brembo’s constant innovation involving new technologies, materials and state-of-the-art products results in the most comprehensive line of high-performance braking systems and components in the world.

#

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. Brembo is the owner of the Brembo, Breco, Bybre, Marchesini, and Sabelt brands and operates through the AP Racing brand.