



## PRESS RELEASE

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For immediate release

### **BREMBO GAINS MOMENTUM IN THE DIGITAL WORLD: 1 MILLION FANS ON FACEBOOK AND A NEW WEBSITE**

**Brembo's runaway success on social networks such as Facebook confirms its position as one of the world's best loved brands. With the launch of a new website, [www.brembo.com](http://www.brembo.com), the company has reasserted the importance it places on digital tools within its overall communication strategy.**

The world leader in high performance brake systems now has a million fans following its Facebook page. They are part of the growing global community that increasingly connects with the company through a variety of social networks. This reflects their love for Brembo, which has transitioned from just being a specialist manufacturer of brake systems into an automotive "cult" brand.

On Facebook since 2010, Brembo has enjoyed significant growth in the number of followers since then. Currently about 200,000 people from countries all over the world log onto the company's Facebook page each day. This has been the result of concerted efforts to expand the content and to increase the involvement and engagement of those fans.

This social media success has also resulted in a dramatic growth in visits to the Brembo website, with 81% of the visitors logging on to the site from outside Italy. Recognising the ever increasing importance of social network activity to the development of its brand, Brembo has been encouraged to focus even more on the quality and sophistication of the images it uses on the site and on the originality of the content.

The new Brembo website has undergone a complete restyling of its graphics and content. It is aimed at drivers and motorcyclists who either already use or aspire to using Brembo performance products. At the same time sight has not been lost of those elements of corporate communication essential to a successful B2B company such as Brembo.

An increased consumer orientation is also evidenced by the tight integration of the website with social media, starting with the homepage. This features real-time Brembo content provided via Facebook, Twitter, Instagram and YouTube.

*"Innovation is evident in every aspect of Brembo's business," says company Communications Director Thanai Bernardini. "That is why we are focusing more and more on innovative channels, such as digital. In this scenario, the new website allows an effective combination of the attractive design of Brembo products with the interactivity and speed typical of social media."*

For more information: Monica Michelini - Media Relations Specialist Brembo SpA  
Tel. +39 035 6052173 Fax +39 035 6052273  
E-mail: [monica\\_michelini@brembo.it](mailto:monica_michelini@brembo.it) – Website: [www.brembo.com](http://www.brembo.com)