



BREMBOPARTS: IN 2019, THE WEBSITE DEDICATED TO AFTERMARKET PROFESSIONALS REGISTERED 1,000,000 VISITORS

The bremboparts.com website has reached the milestone of one million unique visitors since January 2019. This important objective confirms Brembo's commitment to providing constantly updated, useful material and information for Aftermarket professionals. The achievement is also the result of continuously updated information, which since the site's launch in 2016, has become the reference for repairers.

In addition to the regularly revised catalogue, the site is rich in technical content (assembly diagrams, technical drawings, information bulletins, video tutorials) and support services (articles on braking system maintenance, product selection guide, after-sales service, product approval certificates etc.).

Over the years, Brembo has been able to attract not only a significant number of users, but also their participation. Ample space has been given to directly communicating with both professionals in the sector and end consumers, keeping them up to date with the latest product news, offering the chance to participate in dedicated promotions and inviting them to survey feedbacks.

The site is available in Italian, English, German, Polish, Russian, Spanish, French, Dutch, Romanian, Hungarian, Danish, Swedish, Finnish and Chinese – and in 2020 the number of languages will increase to 18, thanks to four new local versions: Japanese, Malay, Greek and Turkish.

With bremboparts.com, Brembo has enriched its digital offering over the years and moved even closer not only to the players in the spare parts world, but also to the most passionate drivers; listening to them, updating them and offering them all the information they need, whenever they need it. Site visitors can also choose the most suitable Brembo product for their car by entering their number plate (service available in Italy, France, the UK and Ireland, plus the Netherlands next year).

In addition, the same content is available on the Brembo App, which can be used with both Android and iOS devices.

Brembo's online success is also the result of the experience it has gained over the years with its brembo.com website – a real shop window completely dedicated to the world of brakes, where, in addition to sections aimed at the Group's institutional stakeholders, there is also content aimed at end customers.

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For info: Roberto Cattaneo – Media Relations Manager Brembo SpA
Tel. +39 035 6055787 @: roberto_cattaneo@brembo.it

Monica Michelini – Corporate and Product Media Relations Brembo SpA
Tel. +39 035 6052173 @: monica_michelini@brembo.it

Dagmar Klein – Brembo Media Consultant
Tel. + 49 89 89 50 159-0 @: d.klein@bmb-consult.com