

**Carbone Lorraine moves to extend its leadership in motorcycle braking**

Carbone Lorraine has acquired Astrad, the unit distributing its motorcycle braking products, primarily brake pads and disks.

In less than ten years, Carbone Lorraine has become the French market leader in replacement disk pads for motorcycles, with market share of over 30%. This success has been achieved by two teams, which will now be brought together.

The expertise of a team of enthusiasts within Carbone Lorraine's High-Energy Braking division paved the way for the technical development of the product. Through its involvement in motorcycle racing, the Group has managed to develop expertise and forge a strong brand image by winning the worldwide endurance championship on several occasions, notably with the Suzuki Endurance Racing team (SERT).

Concurrently, Carbone Lorraine worked with a small external unit, Astrad, which distributed its products in France. Composed of a group of motorcycle connoisseurs, Astrad has efficiently connected engineers, technicians, distributors and sales outlets and users.

The Group now needs to achieve the same level of success in Europe and North America. The two partners thus decided that the best way of continuing this success story would be to bring the teams together within Carbone Lorraine's Braking division.

This acquisition will enable the Group to step up the pace of its expansion in the motorcycle braking segment in France as well as outside France where there is much greater scope for expansion.

The replacement market for motorcycle braking market is worth around €100-150m worldwide and is expanding at a growth rate varying between 5% and 10% p.a. depending on the country. Although Carbone Lorraine's market share is over 30% in France, it stands at just 4-5% on a worldwide basis which means there is substantial growth potential in this sector for the Group's products, which lie at the cutting edge of technology.

Efforts are already underway to strengthen the sales teams in France, Germany and the US. Their target is to build as strong a reputation as the Group enjoys in France and to match the market share achieved there.

The same sales teams will also target expansion in brake disks for mountain bikes, another technical and very fast-growing market. There again, Carbone Lorraine demonstrates its expertise and continues to establish itself as a leader since it has partnered with the Kona team, which includes 2004 downhill world champion Fabien Barel.

Carbone Lorraine is a worldwide specialist in advanced materials for extreme environments and in mission-critical electrical components for industry. The Group holds leadership positions in its core businesses:

- Advanced Materials and Technologies
  - World #1 in anti-corrosion equipment
  - World #2 in high-temperature applications of graphite
  - European #1 in high-speed rail braking
- Electrical Components:
  - World #1 in brushes for electric motors
  - World #2 in industrial fuses

*The Group is listed on the Premier Marché of the Paris Stock Exchange and is a constituent of the SBF 120 and Next 150 indices.*

**For further information, please visit our web site at [www.carbonelorraine.com](http://www.carbonelorraine.com).**

**Investor relations contact**

**Carbone Lorraine  
Eric Bonnem**

Tel.: +33 (0)1 46 91 54 48

Fax: +33 (0)1 46 91 54 07

[eric.bonnem@carbonelorraine.com](mailto:eric.bonnem@carbonelorraine.com)

**Press contact**

**Publicis Consultants Paris  
Raphaëlle Rico**

Tel.: +33 (0)1 44 43 75 90

Fax: +33 (0)1 44 43 75 65

[raphaelle.rico@consultants.publicis.fr](mailto:raphaelle.rico@consultants.publicis.fr)



Press Release