



BREMBO LIFE JACKET — SAFETY ALWAYS IN FASHION

*New versions of the famous Brembo jacket with built-in airbag,
presented at Pitti Immagine Uomo*

The Italian company **Brembo**, world leading designer and manufacturer of brake systems for high performance motorcycles and cars, will be at the Pitti Immagine Uomo fashion event this year, the 80th edition, showing **new versions of the Brembo Life Jacket** — the innovative collection of jackets with built-in airbag.

Exclusive, practical, and very wearable. These are the winning features of the **Brembo Life Jacket, a garment designed especially for city bikers**, who expect not only comfort and maximum safety, but up-to-the-minute styling too, even for technical apparel.

Ideal for every kind of use during the day — riding between home and work, going out in the evening — the Brembo Life Jacket combines leading-edge technology in the field of personal protective equipment, with excellence in design. Italian design.

For **Spring Summer 2012**, Brembo offers the **Life Jacket in a sleeveless version made of nylon with teflon backing, for both men and women**. Colours are **grey, blue, sand and black**.

Superior finishing — reflected in the **anatomically contoured cut**, and **tough waterproof zips with flatlock fasteners** that ensure the jacket will not burst open even under stress — make this garment an absolute must-have, for safety and style.

The **airbag system** is extremely lightweight and compact, for maximum practical advantage and a perfectly comfortable fit.

In the event of an accident, the **airbag safety device** concealed inside the jacket will **inflate in just 80 milliseconds**, protecting the chest, back, neck and head.

No other airbag currently available on the market can match this level of performance.

In practice, this faster trigger speed achieved through exclusive Brembo technology is instrumental in maximizing protection of the upper body, which tends to be the most seriously affected in cases of collision and suffers almost 50% of the injuries sustained in motorcycle accidents.

Once activated, **the airbag stays inflated for around 60 seconds**, before the gas escapes gradually and the jacket returns to its normal fit.

The new collection will be available worldwide through selected points of sale and on the dedicated Brembo e-commerce site (<http://www.brembolifejacket.com>), at prices ranging from €390 to €590, depending on the model.

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