



PITTI IMMAGINE UOMO  
11-14 JANUARY 2011

CAVANIGLIA HALL  
STAND B/23

**Brembo launches three new lines of airbag jackets for motorcyclists:**

- **the first duvet jacket to incorporate an airbag;**
- **technical jackets for motorcyclists;**
- **technical jackets for scooterists.**

Brembo Life Jacket — the first and unique collection of safety jackets with concealed airbag for urban motorcyclists and scooterists — is enhanced by the introduction of three new lines for the coming Autumn-Winter season, presented at Pitti Immagine Uomo: soft duvet jackets, technical jackets for motorcyclists, technical jackets for scooterists.

Ultra-lightweight garments offering comfort and warmth, combined with the safety of the airbag.

Long sleeved duvet jackets available in field jacket and vest versions, for men and women: scooter transport remains an option even on the chilliest of winter days.

For dedicated motorcycle enthusiasts, on the other hand, there are models in tough cordura fabric incorporating the airbag feature, and provided with pockets for innovative **d3o** elbow, shoulder and back protectors.

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 **brembo**  
LIFE JACKET

Cionti S.r.l. - Sede legale: Via del Lavoro, 114 - 36034 Molina di Malo (VI) - Tel. +39.0445.638311 Fax +39.0445.638388

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Cap. soc. Euro 1.500.000,00 i.v. - Reg. Imprese VI, Cod. fisc. e P. Iva 02236130247 - R.E.A. 218265

## INFORMATION SHEET

**Brembo Life Jacket: a collection of fashion and lightweight jackets incorporating an invisible safety system, with the ultra-fast activation and inflation unmatched on the market (80 milliseconds).**

Brembo Life Jacket is the name given to an innovative collection of jackets - styled, manufactured and marketed by the Cionti fashion house - incorporating a safety system in the form of an invisible airbag: if an accident should happen, the bag is deployed immediately by an inertia reel device, inflating automatically to protect the upper body. The collection includes jackets of contemporary design — ideal for wearing about town, where motorcyclists need to know they can count on safety apparel that is also elegant and stylish. In reality, it is on city streets that the majority of accidents involving motorcycles tend to occur: in Italy, more than 85% of accidents take place in built-up areas, and more than 75% at a speed of 50 km/h or less.

The Brembo Life Jacket responds to the need for protection of the torso — chest and back — and of the neck and head. These parts of the body suffer almost 50% of injuries sustained in motorcycle accidents and, above all, are most seriously affected in the event of collisions.

### INNOVATIONS:

- **Activation speed** – airbag inflates fully in **80 milliseconds**. This is achieved through the adoption of the new Brembo trigger, located to the rear of the jacket on one side and operated by the Sabelt inertia reel mechanism, as well as new and more efficient fluid dynamics. The inflation rate of the airbag is **around 3 times faster** than other comparable products.
- **Invisible airbag** – Brembo R&D design engineers have minimized the dimensions of the airbag and trigger, to the point that the safety system built into these new jackets is hardly noticeable.  
All the more reason why the **Brembo Life Jacket** is ideal for city wear, where riders want to feel easy about walking off the street straight into the office, the foyer of a theatre or a cinema, a museum, a restaurant...
- **Light and comfortable** – all models are exceptionally lightweight, even with the airbag system incorporated. The lightest jacket of the range weighs little more than 1 kg, and the heaviest, less than 1.5 kg.

### SIMPLE AND EFFECTIVE IN OPERATION

The Brembo Airbag incorporated into the Life Jacket is totally innovative: the system activates immediately when the inertia reel, connecting the jacket to the bike or scooter, is jerked as the result of the rider being unseated suddenly in the course of an accident.

At this point the jacket inflates, filling completely in just 80 milliseconds to protect the entire torso — chest and back — as well as the neck and head.

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

Like all safety products, the airbag system can be checked and tested at an authorized service centre.

Milan, 11 January 2011

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