



FOR IMMEDIATE RELEASE

## BREMBO EXPANDS ITS V-TWIN MARKET PRODUCT LINE

*Innovative LED-Body Master Cylinder and .484 Calipers  
Provide Best-in Class Braking*

INDIANAPOLIS, Feb. 17, 2012 – Brembo, a world leader in brake systems, continues to expand its product offering for the V-Twin market. Brembo took the opportunity of the DealerExpo Show, to introduce a unique, innovative, LED-body radial master cylinder and two new .484 calipers. These innovative products demonstrate Brembo's commitment to the V-Twin market. Other new product presented is the Marchesini wheel for the BMW R1200GS, increasing the range of products available for Sport bikes as well.

With knowledge gained from years of research and from its many victories in the world of top motorsports competition (in 2011 Brembo-equipped bikes won virtually every race, 55 of 57, in **MotoGP, World Superbike and American Superbike**), Brembo is able to offer constant innovation with new technologies, materials and designs. The result is the most comprehensive line of high-performance braking systems and components in the world for sport bike, sport naked, V-Twin/custom, cafe racer and off-road markets.

### NEW “LED-BODY” RADIAL MASTER CYLINDER

Combining safety with design and style, the “LED-body” is a revolutionary upgrade product that features LED direction indicators on Brembo’s high-performance radial brake master cylinders. This is the first time that the world of brake systems has been combined with the world of luminous warning devices.

Brembo has patented two applications of the product: a “direction-indicator” version already on the market and a “beacon” version to go into production for police motorcycles.



### NEW RANGE OF .484 CALIPERS

The family of .484 calipers expands into the special world of custom bikes with the .484 custom and a .484 caliper with 108 mm centers. The name “.484” derives from the displacement of the single calliper pistons, measured in cubic inches, typical of the V-Twin market.

The new .484 custom caliper is made from Racing aluminium and machined using precision CNC equipment. The component is fashioned entirely from billet and the body given a charcoal grey anodized finish. The visual package is completed with the Brembo logo machined in relief and available in either all black or bright aluminium.



The other new calliper in the .484 range aims to meet the needs of diehard enthusiasts looking to improve their brake system's performance using the standard 108 mm center





distance. This caliper is manufactured and finished similar to the .484 custom.

### **NEW MARCHESINI M10R KOMPE WHEELS**

Marchesini's first 19" wheel, developed specifically for the top-selling BMW R1200 GS, makes its North American debut at DealerExpo. The new Marchesini wheels guarantee improved ride stability and optimum steering precision at medium and high speeds. Made of forged aluminium, they offer perfect balance, as each is machined from billet stock on CNC equipment, using the very latest CAM technologies.



The Brembo brakes product line is sold exclusively through Brembo's distributors TAW PERFORMANCE ([www.tawperformance.com](http://www.tawperformance.com), toll free: 888-235-0910) and YOYODYNE ([www.yoyodynneti.com](http://www.yoyodynneti.com), phone: 973 386 0040 ).

The Marchesini line is sold exclusively through Brembo's distributors TAW PERFORMANCE ([www.tawperformance.com](http://www.tawperformance.com), toll free: 888-235-0910)

#### About Brembo

Brembo SpA is a world leader and acknowledged innovator of disc brake technology for automotive vehicles, with USD1.5 billion in revenues. Brembo supplies high-performance brake systems for the most important manufacturers of cars, commercial vehicles and motorbikes worldwide. Brembo also manufactures clutches, seats, seat belts and other components specifically designed for racing and is a leader in motorsports with more than 200 championship wins. Today the company operates in 15 countries on 3 continents with 36 production and business sites with a staff of 6,700 employees, about 10% of whom are engineering and product R&D specialists. Brembo sells its products under the following brands: Brembo, Breco, Bybre, Marchesini, Sabelt and AP Racing.

For more information, visit us at <http://www.brembo.com/en/bike/Racing/Street-products/Pages/default.aspx> or contact Brembo North America.

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