



NEWS

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RELEASE**

Brembo OE replacement Xtra Rotors, Low-Met Pads and B-Quiet Lubricant Introduced at SEMA

LAS VEGAS, (October 30, 2018) – Brembo will debut the company's OE replacement Xtra Rotors, Low-Met Pads and B-Quiet lubricant for the North American market at the SEMA Show in Las Vegas, October 30 - November 2, booth 23261 in Central Hall.

Xtra rotors

Performance, reliability and attractive design are hallmarks of the Italian company and are featured on the new range of **Brembo Xtra cross-drilled brake rotors**. Xtra rotors are distinguished by cooling holes which combine a race aesthetic with brilliant performance to deliver effective braking in all conditions. In order to obtain a powerful and safe product, during the design phase, Brembo technicians studied the number, size, shape and position of every hole when engineering the Xtra range of brake rotors. The Brembo Xtra rotors surpasses all standards for performance on dynamometer bench tests as well as on road. The sporty look of Brembo Xtra rotors with enhanced UV coating (to reduce corrosion), provide maximum reliability, durability, performance and safety. Brembo Xtra rotors offer **improved grip, superior performance on wet roads, maximum friction at high temperatures** and **improved cooling of the whole brake system**.

The new Xtra line of rotors is for compact, medium, coupe and SUV vehicles and currently covers over **38 million vehicles in operation**. The result is the most comprehensive and updated range of sport brake rotors available on the market.

Low-Met brake pads

Brembo will also feature their **Low-Met brake pads, new to the North America aftermarket range**, at SEMA 2018. Low-Met pads are constructed of 10-50 percent metal by weight creating a high-performance braking pad surface. Brembo Low-Met brake pads are distinguishable by their black backing plate (Brembo NAO, non-asbestos-organic, pads are recognized with a red backing plate*). Brembo Low-Met pads are engineered for aggressive driving and are perfect for track days.

The new range of Brembo Low-Met brake pads currently covers over **35 million vehicles in operation** for European, Asian and Domestic applications with a focus on performance vehicles.

B-QUIET

B-Quiet is a new Brembo lubricant specifically formulated to lubricate parts of the braking system that move or slide within the caliper and pad sub-system, on pins and bushings. Brembo B-Quiet lubricant effectively reduces brake system noise and protects the components from corrosion.

Its mineral composition, which is oil-based, is free of metals and fatty acids which make it nonconductive

and therefore ideal for vehicles with ABS systems. Brembo B-QUIET is a valid solution for lubricating not only braking system components, but also compressors, centralized lubrication systems, seat guides and sliding sunroof guides, as well as battery contacts. In all these cases, Brembo B-QUIET lubricant significantly improves comfort and guarantees protection of the components against corrosion.

Brembo B-QUIET is also extremely resistant to high temperatures and washes because of its insoluble properties. Its non-corrosive properties also make it compatible with all metals and NBR plastics.

Lubricant should never be applied to the pad or rotor surface.

**Brembo NAO pads with red backing plate contain no metallic iron and less metals than "Low-Met". The braking performance is engineered for excellent comfort, less dust and extended durability for road use.*

About Brembo S.p.A.

Brembo SpA is the world leader and acknowledged innovator of disc brake technology for automotive vehicles. Brembo supplies high performance brake systems for the most important manufacturers of cars, commercial vehicles and motorbikes worldwide, as well as clutches and other components for racing. Brembo is also a leader in the racing sector and has won more than 300 championships. Today the company operates in 15 countries on 3 continents, with 23 production and business sites, and a pool of over 10,000 employees, about 10% of whom are engineers and product specialists active in the R&D. 2017 turnover is € 2,463.6 million (12.31.2017). Brembo is the owner of the Brembo, Breco, AP, Bybre, and Marchesini brands and operates through the AP Racing brand.

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