



Brembo 19RCS CORSA CORTA radial master cylinder receives distinction for high design quality in the Red Dot Award: Product Design 2019

Stezzano, March 25, 2019 Brembo has won an award in the Red Dot Award: Product Design 2019. Brembo 19RCS CORSA CORTA radial master cylinder received the Red Dot, which the renowned jury only awards to products that feature an outstanding design.

The 19RCS CORSA CORTA radial master cylinder features a host of innovations, with many of the technical solutions adopted drawn directly from the master cylinders used in MotoGP. The most significant achievement is that it allows the rider to tailor the "bite point" exactly where they want it, with an easily accessible selector on the top of the master cylinder itself (patent technology). The selector operates a cam mechanism to let the user choose between three different responsiveness settings (Normal, Sport and Race). Moreover it also features the RCS (Ratio Click System) system, that permits to change the distribution of the braking force, without altering the performance of the system in terms of pure power. The innovative adjustment system introduced with this radial master cylinder contributes to a sense of total control over the bike by letting the rider tailor braking performance to suit their riding style. The development of the product also included a design project to create a coherent style for all the components of the master cylinder itself, and as a result, this master cylinder has a distinct, dynamic and sporty look which is perfectly in keeping with the visual identity of the motorcycles.

Design quality is the common factor for award-winning products

"I would like to congratulate the laureates sincerely on their wonderful success. The fact that their products were able to satisfy the strict criteria of the jury bears testimony to their award-winning design quality. The laureates are thus setting key trends in the design industry and are showing where future directions may lead," said Professor Dr. Peter Zec, founder and CEO of Red Dot, in reference to the winners.

Experience and expertise get straight to the point

The Red Dot Award: Product Design is one of the world's largest design competitions. In 2019, designers and manufacturers from 55 countries entered more than 5,500 products in the competition. The international jury comprises experienced experts from different disciplines and has been convening for more than 60 years in order to select the year's best designs. During an adjudication process that spans several days, they try out the products, discuss them and ultimately reach a well-founded decision regarding the design quality of the entries. True to the motto "In search of good design and innovation", their assessment focuses on criteria such as the level of innovation, functionality, formal quality, longevity and ergonomics.



Success to be celebrated at the award ceremony

On 8 July 2019, Brembo will celebrate its success during the award ceremony. The international design scene will gather in Essen's Aalto-Theater as part of the Red Dot Gala. At the subsequent Designers' Night party, the Red Dot laureates will receive their certificates and Brembo 19RCS CORSA CORTA will join the exhibition "Design on Stage" in the Red Dot Design Museum Essen, which presents all of the award-winning products. From that date, Brembo 19RCS CORSA CORTA will also be on show in the Red Dot Design Yearbook, online and in the Red Dot Design App.

About Brembo SpA:

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 400 championships. Today the company operates in 15 countries on 3 continents, with 25 production and business sites, and a pool of over 10,600 employees, about 10% of whom are engineers and product specialists active in the R&D. 2018 turnover is € 2,640 million (12.31.2018). Brembo is the owner of the Brembo, Breco, AP, Bybre, and Marchesini brands and operates through the AP Racing brand.

About the Red Dot Design Award:

In order to appraise the wide scope of design in a professional manner, the Red Dot Design Award is broken down into the three distinct disciplines: the Red Dot Award: Product Design, Red Dot Award: Brands & Communication Design and Red Dot Award: Design Concept. With more than 18,000 submissions, the Red Dot Award is one of the largest design competitions in the world. In 1955, a jury convened for the first time to assess the best designs of the day. The name and brand of the award were developed in the 1990s by Red Dot CEO, Professor Dr. Peter Zec. Since then, the sought-after Red Dot is the revered international seal of outstanding design quality. The winners are presented in yearbooks, museums and online. Further information: www.red-dot.org.

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