



BREMBO STILE: BEYOND THE FUNCTION

Aesthetics at the IAA

Technology and innovation, braking excellence and at the same time, style: these are the elements that characterise all Brembo braking systems. At Brembo – a company that has been market leader for over 50 years – the design focus evolves alongside technological innovation. Each brake must of course be functional, but at the same time, a design element that makes the car it equips unique.

At the Frankfurt Motor Show Brembo is underlining its attention to aesthetic detail by launching Brembo Stile: the company's internal reference point which will coordinate its product activities to make them even more unique, with a clear identity that is therefore distinctive. Brembo Stile is a special unit where styles, approaches and methods can be shared, and where new and creative activities can be proposed. The initiative combines Brembo's DNA for technological innovation with the design and style of new aesthetic languages, further developing the brand's identity.

For the occasion of the IAA International Motor Show in Frankfurt, Brembo has created a new exhibition design that offers visitors the chance to immerse themselves in a unique experience, composed of images, sounds and colours that depict the world of Racing, Performance, Technology and Style.

An engaging, exciting video installation enables the viewer to feel the same passion that drives Brembo in its continuous evolution and stylistic research. Various forms of expression are used to demonstrate this journey and convey the different spirits that Brembo, in its complexity, contains. As part of this, beams of light and digital images chase each other round to represent both minimalist and bold aspects of product design, all set to a strong, engaging musical backdrop.

The video installation which marks the launch of Brembo Stile also features a series of key words that, together with the images, communicate the various activities and direction of Brembo's new projects to visitors in an innovative way. These activities include market and product design research, understanding customer needs, a focus on innovation, product positioning, and the identification of codes and standards to be used.

Brembo Stile projects for any new product are highly complex. The video therefore presents the shapes, lines and colours of recent product examples, not only to convey Brembo's outstanding capacity for innovation, but also to showcase its style-setting direction.

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