



## BREMBO INNOVATION JUST KEEPS GOING

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Brembo Days - dedicated to spare parts professionals and fans - are set to take place from 6<sup>th</sup> until 9<sup>th</sup> October. Over these few days, by accessing the Brembo Next platform ([www.brembonext.com](http://www.brembonext.com)), visitors will get the chance to discover the Brembo Aftermarket range in innovative and exciting ways.

Indeed, by browsing the **Experience** area, visitors can view and interact with products in a special manner, choosing among various sections: In the Spotlight, Design & Performance, Comfort & Safety, to discover Brembo products.

Brembo Next also includes the **Discover** area, where all the activities tied to the Brembo world can be discovered, ranging from motorbikes to cars, through to competitions and issues linked to environmental friendliness and social responsibility.

The platform also features the **Live** area, with virtual rooms for dedicated meetings and webinars accessible to all industry enthusiasts, available in 10 different languages.

The first of these webinars, called "Specialties", will cast the spotlight on a collection of the most exclusive and special brake discs currently offered in the Brembo Aftermarket range.

Last but not least, a minigame dedicated to the world of braking systems will be available to all fans on Facebook.

At times like these too, while safeguarding safety, Brembo's desire is to remain close to everyone. That's why Brembo has created an event on the digital platform, to involve all Aftermarket professionals and fans first-hand.

Brembo Next is the new, innovative digital platform which starred a few days ago in Brembo's announcement of the group's new vision, i.e. "*Turning Energy into Inspiration*", which entails an increase in its long-term competitiveness in a constantly evolving industry, such as the automotive industry.

Stezzano (Bergamo), 5<sup>th</sup> October 2020

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