



## **BREMBO TO BECOME OFFICIAL PARTNER IN BRAKING SYSTEMS OF GRAN TURISMO™ 7 FOR PLAYSTATION® CONSOLES**

**Video gaming expands the company's capability as a trusted solutions provider, offering its high-performance braking systems to enhance the driving experience in Gran Turismo™ 7**

Stezzano (Bergamo, Italy), 7 October 2021 - Polyphony Digital Inc., developer of the Gran Turismo™ series for Playstation® consoles since 1997, has chosen Brembo, the leading designer and manufacturer of braking systems, as the official technical partner in braking systems for Gran Turismo™ 7. The new video game will be available for PS4™ and PS5™ consoles from March 4, 2022.

Brembo will make its UPGRADE products available to players in the *Tuning Shop* of Gran Turismo™ 7, the virtual shop where they can upgrade the performance of their cars.

In this environment, gamers will be able to replace their original brake discs with those from the Sport range and, as they progress through the game, to upgrade their car with different Brembo braking systems. The choice will range up to the highest performing and most distinctive products for road cars, including Carbon Ceramic brake discs and GT|BM calipers, available in 8 different colors.

*"We are particularly proud to deliver the uniqueness of Brembo braking systems to the Gran Turismo™ series. This iconic driving simulation video game franchise has built a strong community of millions of gamers around the world since its creation almost 25 years ago,"* says Daniele Schillaci, Brembo's Chief Executive Officer. *"For Brembo, this partnership represents an extraordinary opportunity to reach out to the younger generations, which is in line with our vision Turning Energy into Inspiration. From the asphalt of the track, the performance and design of our systems have now become part of the virtual world of Gran Turismo™ 7. Our ambition is to further enhance the gaming experience, just as the driving experience does in reality."*

*"Even before we released our first Gran Turismo, Brembo was a hero brand to me,"* says Kazunori Yamauchi, President of Polyphony Digital Inc. and Producer of the Gran Turismo™ series. *"As a street racer back then, I had often struggled with the brakes fading. This was because most production cars at the time, excluding a very select few, were not equipped with brakes that matched the power and weight of the car. I always found Brembo to be reliable on the circuit, and as a result, always had a connection with the brand. So it's a pleasure to announce this partnership between Gran Turismo and Brembo, a true high performance brand."*



For 60 years, Brembo has been the leading company in the development and production of high performance braking systems using the latest innovation in design, engineering and technology. Its high-quality and proven efficiency products are used on production cars and motorbikes as well as on racing cars and motorbikes which take part in the most famous motorsport world championships.

Brembo's profile and values will be visible in the Gran Turismo™ 7 game's *Brand Central*. The 60 years of the company's history will be presented in the *Brand Central Museum*. In addition, Brembo will be visible with its branding on the tracks featured in the game.

To download more images and video, please log on to: [www.mediakit.brembo.com](http://www.mediakit.brembo.com)

#### **About Brembo SpA**

Brembo SpA is the world leader and acknowledged innovator of 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 500 championships. Today the company operates in 15 countries on 3 continents, with 26 production and business sites, and a pool of over 11,000 employees, about 10% of whom are engineers and product specialists active in the R&D. 2020 turnover is € 2,208.6 million (12.31.2020). Brembo is the owner of the Brembo, Breco, AP, Bybre, and Marchesini, SBS Friction brands and operates through the AP Racing brand.

#### **About Gran Turismo™**

Gran Turismo™ is a video game developed by Polyphony Digital Inc., a subsidiary of Sony Interactive Entertainment Inc. Having launched in Japan first in 1997, the multi-award-winning franchise is regarded as the best and most authentic driving simulator due to true-to-life graphics, authentic physics technology and careful attention to detail, Polyphony and its famed creator Kazunori Yamauchi have revolutionized the racing game genre.

#### **For more info about Brembo:**

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#### **Gran Turismo™'s Official Communication Channels**

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More info on Gran Turismo™ 7:

<https://www.gran-turismo.com/us/products/gt7/>