



BREMBO INTRODUCES NEW UPGRADE PROGRAM: A SOLUTION FOR EACH LEVEL OF PERFORMANCE

New Upgrade Program includes new brake calipers and systems for road cars and track days, new Sport disc, and improved anti-counterfeit measures

Stezzano (Bergamo), March 11, 2021 - Brembo has launched worldwide their new UPGRADE program that includes a unique interface and style which is designed to help enthusiasts make the best choice of brake components for their performance vehicles.

- **Brembo UPGRADE** replaces OE products to take customer cars to the next level of stopping performance.
- **UPGRADE** product lines include **Sport, GT and Pista** product lines. Each offering special braking characteristics and price levels.
- Brembo introduces its new **Pista | FF calipers** to its UPGRADE catalog. These are the first members of a new family of performance calipers designed to offer a high level of performance on the track at an accessible price to the everyday enthusiast.
- Brembo adds the new **Sport | T3** brake disc with special slot design and engraved logo for increased performance and appearance under extreme conditions.
- **Brembo CHECK App** launched to help assure that customers are getting genuine Brembo brake components.

Brembo is bringing its over 45 years of winning at the highest level of motorsport to the everyday enthusiast. The outstanding results obtained on the most demanding race tracks in the world is now transferable as a brake system upgrade enabling enthusiasts to improve the style, performance and reliability of their vehicles whether they are used on roads or race against time on the track.

The three product lines to choose from in the Brembo UPGRADE Auto range are **Sport, GT and Pista**. These three options guarantee a wide range of solutions that are able to meet the needs of those who want to upgrade their own system for a sportier performance, improved safety or simply to give their own vehicle a unique personal style.

SPORT - The on-ramp to the Brembo UPGRADE world is a direct replacement for Original Equipment discs, reliable on the road and superior on the track. The products in the Brembo Sport range are ideal for enthusiasts who use their vehicles both for normal road use as well as high performance driving. The new Brembo Sport | T3 disc has two easily recognizable elements that distinguish it from the previous version - the use of Type3 slotting and the Brembo logo engraved on the braking surface. These new technical and design features are for the first time available on a road disc. The Type3 slotting is the result of years of research and development by the Brembo Racing Department and resembles the design of the discs used in the most competitive motorsports championships. This slot design has been widely used in most GT and endurance championships such as the 24 Hours of Le Mans and is currently used in the WTCR World Championship.



GT - Tailor-made style and performance for your car. The GT line is the most complete range of upgrade brake systems on the market. The Brembo Gran Turismo (GT) system offers excellent braking power in day-to-day as well as delivering the braking confidence necessary on track days. The unique design with the choice of caliper color help to make your vehicle unique. These systems offer superlative performance. They are designed and tested specifically for track day enthusiasts and drivers who want maximum performance from their cars.

Pista | FF – For competition use, makes its debut with a 6-piston caliper called the FF6 and a 4-piston caliper named the FF4. This new line of brake calipers are ideal for use on the track allowing drivers to get the most out of their cars under extreme conditions in a constant search for the best lap time.

The new Brembo **Pista | FF calipers** have carefully engineered internal brake fluid ducts that channels the brake fluid for maximum pressure and bleedability of the system. In addition, they also have a pad rapid release system for replacing the brake pads. This system is used on Brembo's brake calipers for endurance racing that enables the brake pads to be replaced quickly and safely without having to remove the caliper from the hub carrier.

Brembo Check - Brembo has developed an app called Brembo Check to help identify its highly designed and engineered brake parts as being genuine.

With Brembo Check installed on your mobile device, all you have to do when you buy an UPGRADE product is use your smartphone to scan the unique QR Code on the label positioned on the Brembo packaging as well as on the product to know if the Brembo part you are purchasing is original or not.

The QR code can also be registered only once as a further guarantee of originality to the buyer, who should not accept certificates of authenticity printed by dealers or third parties. The buyer plays an active part in checking the product using the Brembo Check app, which will send the certificate of authenticity directly to the e-mail address entered when registering if the product is original.

For additional details and photos of each product line go to 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 14 countries on 3 continents, with 25 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.

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