

## **BREMBO BEYOND GREENANCE KIT CONCEPT: ALWAYS AHEAD IN INTERPRETING AND ANTICIPATING FUTURE NEEDS**

**The latest future-oriented solution lasts up to 3X<sup>1</sup> as long and combines a lower environmental impact – a more than 80% emissions reduction in both PM10<sup>2</sup> and PM2.5 – with top braking performance**

*Frankfurt (Germany), 13 September, 2022* – Brembo, the leading company in the development and production of high-performance braking systems, unveils the Greenance Kit Concept. This jointly developed new range of combined special alloy discs and dedicated brake pads greatly enriches Brembo's Aftermarket line-up. Directly derived from the company's extensive and continuous innovation in the Original Equipment (OE) market, Brembo's latest solution aims to combine top braking performance with a lower environmental impact, while also increasing disc life.

Thanks to Brembo's technological know-how and continuous research and development, the Greenance Kit Concept guarantees the highest technical and quality standards, which are found in all Brembo products. At the same time, it ensures a much lower environmental impact with a significant reduction in emissions: 83% in PM10<sup>2</sup> and 80% in PM2.5. These solutions have already achieved the ECE-R90 homologation tests as well as the most severe benchmark road tests, which are conducted by the company's technicians, according to Brembo's stringent requirements.

Deriving its name by merging the words 'GREEN' and 'PERFORMANCE', the Brembo Greenance Kit Concept is a solution that anticipates low environmental impact requirements. It matches both customer expectations and eagerness to contribute to a sustainable environment, without any compromise on top braking performances.

*"Innovative and revolutionary, the Greenance Kit Concept embraces some of the most relevant cornerstones of Brembo's DNA," says Roberto Caravati, Brembo Aftermarket GBU Chief Operating Officer. "We have a constant commitment to sustainability which is associated with top performances and a willingness to take on and anticipate the upcoming and most challenging opportunities and megatrends of the automotive industry, meaning that we are actively contributing to a better and more sustainable future mobility."*

*"We are always working to improve our production processes and to introduce new and better solutions that are more innovative and attentive towards the planet and the environment. The Greenance Kit Concept makes a further contribution in this direction and to our mission of being a solution provider," he concludes.*

This pioneering solution guarantees extended mileage and a significant improvement in terms of the total cost of ownership of vehicles. It ensures better durability of the brake discs,

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<sup>1</sup> Compared to an equivalent Aftermarket product

<sup>2</sup> -81% vs. Original Equipment and -83% vs. Aftermarket of PM10 emissions

triplicating<sup>1</sup> their expected lifetime. This leads to an optimisation of maintenance costs that is a top priority for professionals and drivers who require longer mileage for their vehicles, such as light commercial vehicles and fleet cars.

The Greenance Kit Concept is part of the new Brembo Beyond product line, the company's replacement range tailored to improve the driving dynamics of the new mobility generation geared towards sustainability. This newcomer marks a significant step forward in the line's offering.

Brembo's Greenance products will be available on the market as a kit solution (discs and pads) in the second quarter of 2023.

#### 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 29 production and business sites, and a pool of over 12,200 employees, about 10% of whom are engineers and product specialists active in R&D. 2021 turnover was € 2,777.6 million (31.12.2021). Brembo is the owner of the Brembo, AP, AP Racing, Breco, Bybre, J.Juan, Marchesini and SBS Friction brands.

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