

Stylish, Distinctive and Cool—Revelia Unveils New Colored X-Style Calipers on Double Eleven Day

Shanghai (China), 11 November, 2023 - Riding the trends, Brembo, that is increasingly engaged with the young generation, announced that the colored X-style calipers are launched on the official eCommerce platform - Revelia on Nov. 11th 2023. With its sporty and stylish look, the new colored X-Style calipers bring your car the vibe of stunning aesthetic and eye-catching cool appearance. With the bloom of the automotive industry and the increasing youthfulness of consumers, the trend of personalized car refitting among the young generation is growing stronger. These new aluminum calipers, offer consumers a broader selection of personalized options, all while maintaining an equivalent quality to original equipment manufacturer parts and more extensive colors.

Brembo is a global leader in the design and production of high-performance braking systems and components, offering high-quality and top-tier spare parts for all vehicle models. Among these, colored aluminum calipers have consistently stood as a prominent embodiment of Brembo's Italian braking aesthetics, making them a favored selection for numerous vehicle owners looking to personalize their vehicles through refitting and replacements.

These colored X-Style calipers feature Brembo's top-notch caliper painting process, adding to Brembo's legacy of high technology, quality, and aesthetics. The previous four colors—red, black, silver, and yellow—have expanded to include a diverse and rich palette of ten colors. These colors range from highly saturated, vibrant hues to soft and elegant pastel shades. This harmonious blend of cool colors and unique aesthetics caters to the young generation of consumers who seek both product reliability and a way to enhance the vehicle appearance by changing brake calipers. Consumers can now select the perfect colored calipers for their vehicles based on factors like exterior design, car body color, and wheel hub design, which will create a distinctive and stylish look that stands out from the crowd.

These new colored X-Style aluminum calipers are part of the Brembo Xtra family, can be combined with the Xtra discs (slotted and drilled) and pads in order to provide consumer cars with an even more cool design and distinctive performance. The new calipers in the X-Style line complement the Brembo product offering on Revelia which also offers the new colored pads starting from this Double Eleven Day, providing the consumers with more choices.

In addition, Revelia has introduced a range of premium Brembo merchandise featuring the brand elements, such as T-shirts, caps, mugs, thermos flasks, and umbrellas. Being a direct link with consumers, the official eCommerce platform - Revelia's endeavors in the end consumer market, characterized by increasingly abundant offerings from car and motorbike aftermarket products for replacement to high-performance kit for car tuning,

from customer service to premium merchandise, underscore Brembo's commitment to delivering a seamless experience to consumers who wants to enjoy the full range of Brembo products, customer service, brand culture and lifestyle.

The automotive and motorbike industry in the rapid evolution implies both opportunities and challenges. Brembo is continuously expanding and upgrading its range of aftermarket products matrix and overall product strategy to meet the changing needs of users. Guided by the principles of "creativity", "high-end", and "innovation", Revelia is committed to enhancing product offering and consumer experience, sparking inspiration for a high-quality driving life.

For more information on genuine Brembo products, please visit Revelia at the website: www.brembostore.cn or use WeChat and search for "Brembo Official Store Revelia" in mini program.

About Brembo S.p.A.

Brembo leads the world in the design and production of high-performance braking systems and components for top-flight manufacturers of cars, motorbikes and commercial vehicles. Founded in 1961 in Italy, Brembo has a long-standing reputation for providing innovative solutions for OEMs and aftermarket. Brembo also competes in the most challenging motorsport championships in the world and has won over 600 titles.

Guided by its strategic vision – "Turning Energy into Inspiration" – Brembo's ambition is to help shape the future of mobility through cutting-edge, digital and sustainable solutions.

With about 15,000 people across 15 countries, 31 production and business sites, 9 R&D centers and with a turnover of € 3,629 million in 2022, Brembo is the trusted solution provider for everyone who demands the best driving experience.

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