

BREMBO @ AUTOMECHANIKA 2024: A COMPLETE RANGE OF PRODUCTS FOR EVERY NEED

Each driver can get their tailored braking solution: from original parts to top-performance products. From 4 wheelers to 2 wheelers.

Bergamo (Italy), 10 September 2024 – Brembo is constantly developing leading-edge innovative solutions that best respond to the evolution of modern vehicles. This is mirrored by the on-going expansion of its replacement product offerings and the overall Brembo product strategy that anticipates customer needs in order to achieve best-in-class performance.

In the light of how the Aftermarket functions, as well as how it has evolved, Brembo is presenting its entire range of replacement solutions at Automechanika 2024, segmented into five product families. Each one is designated to answer specific customer and vehicle needs and features the highest quality innovations and performance for which Brembo is renowned.

Brembo Essential is the perfect line for those who are seeking a first approach to replacement Aftermarket components. It is designed with Brembo technical content that already embodies the company's attitude of striving for quality across all its products. This range includes brake drums, shoes, hydraulic components and remanufactured calipers.

Brembo Prime, the premium line, is tailor-made for consumers who are seeking the best fit for their car, LCV, truck or motorbike. Brembo's engineers have developed this replacement range to meet vehicle specifications and to enhance their characteristics through high technical and quality standards. The Brembo Prime family consists of brake discs, brake pads, calipers, brake fluid and additional brake accessories.

Brembo Beyond comprises of two different ranges and embraces the company's mission to become a solution provider, by improving the driving dynamics of new mobility vehicles, with a specific focus on sustainable solutions. The Brembo Beyond Greenance Kit offers Euro 7-compliant braking solutions that significantly reduce PM10 and PM2.5 emissions by 80%. The product, which is also now available for sedans, generates savings on the overall total cost of vehicle ownership, without any compromise on performance. In addition, the Brembo Beyond EV Kit, dedicated to electric and plug-in hybrid vehicles, is a range of specially coated discs and innovative brake pads that are quieter and guarantee no corrosion up to and beyond 100.000 kms.

Brembo Xtra is the ideal, and best, choice for passionate drivers of 4 and 2 wheelers who are looking for customisation elements for their cars and motorbikes, as well as the specific characteristics of quality, reliability and performance, all typical of all Brembo products. This is why the Xtra range is the *cool* line of the Aftermarket segment. Xtra includes drilled and slotted brake discs, high friction pads, coloured aluminium calipers, and an advanced brake fluid. Most recently, the Brembo Sport brake disc has joined this family of products.

Brembo Upgrade represents the exclusive world of Brembo and offers enthusiasts performance, style and passion. From the track to the street, Brembo is taking on the challenge of innovation and design. The outstanding results Brembo has obtained on the most important racetracks in the world have directly led to a brake system upgrade for enthusiasts, allowing them to improve the style, performance and reliability of their vehicles, whether they are used on roads or time trials on the track. This range includes the Brembo Gran Turismo (GT) systems, consisting of calipers, pads, discs, brackets, hoses and hardware, that offer excellent day-to-day braking power, as well as delivering the braking confidence necessary on track days – and the Brembo Pista Kit - designed specifically for the racetrack, that includes racing calipers, discs, brackets, hoses and hardware.

Last, but not least, the Brembo Carbon Ceramic Material (CCM) brake discs are now available as Aftermarket. Offered as standard or optional on the market's leading supercars, the exclusive disc is now available as a spare part.

Each Brembo product cluster groups together replacement products that have similar features, both in terms of the final use of solutions, and in terms of market positioning. The aim is to support and facilitate Brembo customers' choice, based on their specific needs and to adequately meet the different requirements of the ever-changing Automotive Aftermarket.

All products from Brembo's Aftermarket range are now available on the brand-new Bremboparts App, which also features motorcycle products. You can register and find the nearest dealer using the map feature.

About Brembo

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 over 15,600 people across 15 countries, 32 production and business sites, 9 R&D centers and with a turnover of € 3,849 million in 2023, Brembo is the trusted solution provider for everyone who demands the best driving experience.

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