

BREMBO WINS THE 2024 RED DOT AWARD FOR THE GP4-MOTOGP CALIPER

The ultimate brake caliper with MotoGP technology for road use was awarded with the highest distinction Red Dot: Best of the Best in the Red Dot Design Award 2024.

Stezzano (Italy), 22 May 2024 – Brembo has been awarded with the 2024 Red Dot Award for its GP4-MotoGP in the Best of the Best.

As one of the most important and prestigious design competitions, the Red Dot Award selects and celebrates the best creations that combine innovation with outstanding aesthetics. Winning this award further underlines the distinctive design of Brembo's solutions and confirms the company's unwavering commitment to bringing innovation to the mobility of tomorrow and the unparalleled capacity to combine design and performance up to top motorsport championships.

Designed and developed to equip the ultimate generation of powerful road bikes, the **GP4-MotoGP** is a brake caliper born from the racetrack for the road and perfectly suits the needs of today's motorcycles and the most demanding track enthusiasts. The caliper is capable of taking performance and sportiness on the road to an unprecedented level.

The **GP4-MotoGP caliper** boasts exceptional performance, thanks to the oblique pad abutments, typical of MotoGP calipers, which allows a greater braking power with the same amount of force applied to the lever. Furthermore it has a greater anti-drag effect, instant pads release and less pad wear.

Particular attention has been paid to its strong aesthetic impact that makes the design of the caliper sharper and bolder.

Just like the Brembo calipers used by professional riders in MotoGP and SBK, this new monobloc caliper is machined from solid billet of aluminum. Strength and pure performance even at high temperatures are also given by the nickel-coating treatment which gives a brighter and smoother look, while still ensuring durability, wear resistance and optimal performance on the road for an uncompromising riding experience.

The Red Dot Design Award is one of the most prestigious design competitions in the world. and looks back on almost 70 years of history: Since then, the coveted "Red Dot" distinction has been the internationally recognized seal of outstanding design quality.

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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