



NEWS

**FOR
IMMEDIATE
RELEASE**

Brembo Performance Brake Upgrade for General Motors SUVs and Trucks tested and validated to perform at their best

Brembo brake packages for Silverado, Tahoe, Suburban, Sierra, Yukon, Yukon XL, Escalade and Escalade ESV exclusively distributed through GM dealers and authorized retailers



DETROIT, (October xx, 2019) – Brembo, the world leader and acknowledged innovator of brake technology, together with General Motors Performance Engineering designed, tested and engineered a Performance Brake Upgrade System for the Chevrolet Silverado, Tahoe, Suburban and the GMC Sierra, Yukon, Yukon XL, and Cadillac Escalade for on and off-road performance.

The Brembo Performance Brake Upgrade System is designed for quiet, consistent operation on the street, as well as dependable and robust stopping when working or towing.

Design challenges

GM challenged the Brembo team to design a 6-piston caliper that would fit within 20 different wheel profiles, allowing the customer to add this bold 6-Piston Performance Brake Upgrade System in combination with a wide variety of GM production and GM Accessory wheels. In order to achieve this goal, Brembo developed a unique compact fixed aluminum, six-piston caliper.

Using a disc significantly larger than production also presented several technical challenges, particularly for cooling, which required several iterations of disc geometry, for both the ventilation and the center bell design.

"Production brake systems today are more sophisticated than ever and our Performance Brake Upgrade had to meet the same stringent requirements," Mark Dickens, General Motors Chief Engineer, Performance Variants, Parts and Motorsports Engineering said. "Our engineering partnership with Brembo leveraged the expertise of both teams to deliver a product that is truly integrated, robust and worthy of our full-size pickup and SUV customers."

Testing and validation

Before going into production, the Brembo R&D team directed over 1,300-hours of design and Computer-Aided Engineering (CAE) time, 850 hours of dyno testing for vibration endurance, torque and pressure endurance, corrosion resistance, strength and fatigue, rotor structural integrity as well as on-road testing of 40,000 miles to validate the performance bench tests.

"The Brembo Brake Upgrade System allows customers the opportunity to upgrade their already owned or newly purchased Chevrolet, GMC truck, SUV or Cadillac Escalade with the ultimate in braking performance," Dan Sandberg, Brembo North America President and CEO said. "This unique 6-piston red caliper wraps around a large, vented rotor that not only looks great and fills the wheel opening, but also contributes to optimized braking and better control when hauling loads or pulling a trailer. Together with GM, these packages have been validated for quality and performance, as well as for ease of installation by the local dealer or for the do-it-yourself mechanic."

The package includes all the necessary hardware and instructions for the do-it-yourself installation or it can be installed at the dealer. The front brake system is available for any light-duty, current model and past model back to 2014 Silverado/Sierra and light-duty 2015 to current Tahoe/Suburban/Yukon/Yukon XL and the Cadillac Escalade with 20-inch – 22-inch original equipment or GM Accessory wheels EXCEPT the SEU option wheel.

Brembo translates over 43 years of motorsport technology into every braking component. The racing environment is the perfect testing ground to prove longevity and pedal feel for road going vehicles. Brembo brakes are standard equipment on the all-new 2020 Chevrolet Corvette Stingray; Camaro SS, ZL1, 1LE; Cadillac V-Series.

This product does not void the new vehicle limited warranty.

Brembo Performance Brake Upgrade Systems:

2014 – 2019 Light Duty Pickups and 2015 – 2020 Full Size SUVs

- Chevrolet 84610129
- GMC – 84610130
- Cadillac – 84610131
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Features:

- 16.1-inch x 1.3-inch (410 x 32mm) Duralife™ rotors with a hardened surface to reduce corrosion and provide quieter braking with less vibration
- 84% increase in brake pad area and a 42% increase in rotor area for increased brake system thermal capacity

2019 – 2020 Light Duty Pickups (Current body style)

- Chevrolet: 23505023
- GMC: 23505023

Features:

- 16.1-inch x 1.3-inch (410mm x 32 mm) Duralife™ rotors with a hardened surface to reduce corrosion and provide quieter braking with less vibration
- 89% increase in brake pad area and a 22% increase in rotor area to increase system thermal capacity

These exclusive Brembo Performance Upgrade Systems are sold only through GM Dealerships, authorized resellers and online at [Chevrolet.com/accessories](https://www.chevrolet.com/accessories), [GMC.com/accessories](https://www.gmc.com/accessories) and [Cadillac.com/accessories](https://www.cadillac.com/accessories)

The Brembo GM Performance Brake Upgrade Kit will be on display at the Brembo exhibit, #23357, at the SEMA Show in Las Vegas.

About Brembo S.p.A.

Brembo SpA is the world leader and acknowledged innovator of disc 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 400 championships. Today the company operates in 15 countries on 3 continents, with 25 production and business sites, and a pool of over 10,600 employees, about 10 percent of whom are engineers and product specialists active in the R&D. 2018 turnover is € 2,640 million (12.31.2018). Brembo is the owner of the Brembo, Breco, AP, Bybre, and Marchesini brands and operates through the AP Racing brand.

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