



PRESS RELEASE

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For immediate distribution

BREMBO LAUNCHES THE MOTORCYCLE BRAKE CONFIGURATOR

The entire Brembo and Marchesini two-wheel range at your fingertips with a click: configuring your bike's braking system has never been so simple and fun

Brembo offers bikers an innovative tool to choose the braking system component from the entire Brembo and Marchesini range that is most suited for their specific bike whilst simultaneously accessing interesting tidbits, explanations and films for those who want to know more about the best brakes for 2-wheeled vehicles.

By entering a few pieces of information relative to your motorcycle in the configurator (www.moto.brembo.com) such as the brand, engine size and production year, the configurator is able to search the entire Brembo and Marchesini range and quickly indicate which products are available for the selected bike and where you can purchase them.

In all, the new Brembo Motorcycle Brake Configurator Brembo “covers” more than 7,000 bike models, ranging from the most exclusive super sport bikes to the most common scooters, also including touring, custom and off-road bikes.

The new Brembo Configurator contains all the Brembo and Marchesini products currently available on the market and in a single interface the user has range of more than 100 different products between pads, discs, calipers, brake and clutch master cylinders and wheels divided into 4 categories: Racing, with products dedicated to the most demanding bikers; Performance, with products specifically dedicated to Café Racers; Premium, with Brembo discs and pads that are completely compatible with originals and Genuine, with pads developed by Brembo as OEM equipment and chosen by the most important bike manufacturers.

Each product is characterised by a full complement of supplementary content which provides the user with all the information relative to the searched product and which allows further explanation on the topic through tidbits or films relative to the bike braking system world.

Furthermore, also for each product, the configurator suggests any other products in the Brembo range that are available and compatible with the one selected.

Through a geo-localisation system the configurator can indicate the nearest sale point or the official distributor in more than 60 countries where Brembo products are distributed.

It is currently available in Italian and English and it is in constant evolution with the insertion of new products and updating of the bike database with new Brembo and Marchesini products.

The Brembo Configurator is made with “responsive design” technology which means that it adapts to the various size and resolution screens in use today by major devices, from tablets to personal computers and smartphones, making it easy to browse even when you are out and about.

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