



BREMBO BEGINS ITS NEW JOURNEY TO BECOME A SOLUTION PROVIDER

Today, on the innovative digital platform Brembo Next, Brembo – the global leader in braking systems – announced a journey to become a Solution Provider through smart, more sustainable and digital products and services.

This new approach follows Brembo's new vision for the future, "Turning Energy into Inspiration", by which the Company plans to increase its competitiveness and ensure its long-term viability. The automotive industry is facing unprecedented challenges: electrification, autonomous driving and digitalization are increasing the pressure on all players. Brembo believes this is the right time to break new ground in the future of the market and support its partners in overcoming these challenges.

Brembo's new mission is to become a Solution Provider, integrating its products and services into harmonic, all-round solutions to meet the rapidly evolving needs of the automotive industry.

*"We have entered into a new era, made of artificial intelligence and big data" – said **Brembo CEO, Daniele Schillaci**. – "Our new vision reflects the changing times and ignites the future of Brembo. Our plan is to become a truly digital company, delivering digital solutions. In that regard, we will further strengthen our innovation capabilities on a global scale through the creation of R&D centers of excellence in our main regions. We want to infuse our solutions with AI and sustainable technologies, to become an aspirational and cool brand for the generations to come.*

We are on a mission to anticipate the impact of the mega trends that are shaping the automotive industry and to surprise our partners by offering them solutions that are at the cutting edge of innovation. We are on their side to build together a more sustainable mobility," the CEO of Brembo concluded.

The commitment to sustainability, combined with a unique technological expertise, will ensure that each new Brembo product will be "greener" than the one before.

Upon presenting the new strategy, Brembo unveiled two new solutions.

The *Greentive*[®] disc, which features a special coating, high levels of corrosion resistance and a unique mirror effect. *Greentive*[®] is the result of years of research and development that aim to further reduce particle emissions.

The emphasis on addressing the needs of a more sustainable mobility is also mirrored in the *ENESYS Energy Saving System*[®], an innovative spring solution, that reduces residual drag and contributes to CO₂ reductions.



About Brembo

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 14 countries on 3 continents, with 24 production and business sites, and a pool of about 10,800 employees, about 10% of whom are engineers and product specialists active in the R&D. 2019 turnover is € 2,591 million (12.31.2019). Brembo is the owner of the Brembo, Breco, AP, Bybre, and Marchesini brands and operates through the AP Racing brand.

Stezzano (Italy), 16 September 2020

For info: Roberto Cattaneo – Head of Media Relations Brembo SpA
Tel. +39 035 6055787 @: roberto_cattaneo@brembo.it

Monica Michelini – Corporate and Product Media Relations Brembo SpA
Tel. +39 035 6052173 @: monica_michelini@brembo.it

Dagmar Klein – Brembo Media Consultant
Tel. + 49 89 89 50 159-0 @: d.klein@bmb-consult.com