



BREMBO INTRODUCES NEW BREMBO UPGRADE PROGRAM

***The exclusive world of Brembo made of performance,
style and passion for enthusiasts***

Stezzano (Italy), November 23, 2021 - A new Brembo UPGRADE program has been launched with a common language and style designed to help enthusiasts make the best choice of brake components and find the best performance solution for their vehicles.

From the track to the street, Brembo is taking on the innovation and design challenge. The outstanding results obtained on the most important racetracks in the world are now transferable as a brake system upgrade for enthusiasts to improve the style, performance and reliability of their vehicles whether they are used on roads or track racing.

Replacing the original equipment brake system with Brembo UPGRADE products takes enthusiasts into an exclusive world that is based on unique details, passion, quality and extreme performance. This program is available to customers worldwide.

The new Brembo UPGRADE program fully embraces the company's new mission to become a Solution Provider, integrating its products and services into value-added solutions that meet the needs of the global market as well as evolving the Italian brand for future generations to rely on.

The four product lines to choose from in the Brembo UPGRADE Moto range are Custom, Road, Off-road, Racing. These four options guarantee a wide range of solutions that are able to meet the needs of those who want to upgrade their own system for a sportier performance, improved safety or simply to give their own vehicle a unique and personal style.

Custom - Brembo fully satisfies the requisites of the custom market with a range of superbly designed products, and strives continuously to increase the braking power, improve the thermal resistance, reduce the vibration and noise, and extend the durability of these systems.

Road - A range of products that combine racing heritage and road knowledge to deliver an experience to bikes that is conceived for long journeys and requires a braking system that is comfortable, durable and capable of offering excellent performance at all times.

Off-road - Off-road motorcycles demand braking systems with extreme controllability, as grip may vary wildly in off-road conditions. Reduced lever strain and consistent performance in all conditions are the requisites of our line of products dedicated to this segment.

Racing - Braking systems that transfer our extensive experience gained in motorsports to production bikes with a range of ultra-stiff braking systems to deliver maximum performance in terms of braking power and control at all times.

All Brembo products for track use are the result of constant research and development in collaboration with the most successful teams at the highest level of motorsport worldwide. All these products are designed and produced internally and track-tested.

Whether you want to enhance the appearance of your car, a unique look or to improve the performance of the brake system, Brembo UPGRADE is the solution.

To download images and video, please log on to: www.mediakit.brembo.com

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