



BEYOND COLOUR

Brembo continues to experiment with colour, playing with the latest trends in fashion, art, style and design.

Since its very first famous red caliper more than 25 years ago, Brembo has increasingly focused on and pushed for the colour of its products in order to characterize and strengthen the distinctive features of each car it equips.

Today it continues to amaze and, after almost sixty years of innovation, goes further, with a provocation on colour, which once again makes it a pioneer not only in technology, but also in design.

For the Geneva Motor Show, in fact, Brembo was inspired by the world of fashion, design, art and style to coat some of its calipers with unusual "clothes" for a car component, in a journey of provocations, chromatic suggestions and graphic textures.

You can see the caliper painted with a camouflage pattern, a classic, here revisited in the colour of the year* or, for lovers of luxury, the glittered caliper, and for the trendiest and most irreverent, here is the caliper with the unmistakable reference to the famous English fabric with argyle pattern.

The journey continues with a look at the past, with the "vintage" caliper, simple and minimal, which recalls the geometries of the '70s, or the caliper with fluorescent, contrasting and sometimes excessive colours of the '90s, and again with a creative caliper inspired by writers and street art.

Brembo's experiments do not stop there: if the new trend of the moment suggests an aggressive look, here is the caliper that recalls the spotted coat of the felines, and the tattooed caliper, with its dragon.

And for nature lovers, there is also a green interpretation.

These are just a few suggestions that will not go into production and that Brembo presents to underline the perfect mix of aesthetics and functionality, which make each Brembo caliper an icon of style.

*PANTONE® 16-1546 Living Coral

<https://www.pantone.com/color-intelligence/color-of-the-year/color-of-the-year-2019>

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