

BREMBO SHOWCASES ITS LATEST AFTERMARKET PRODUCT LINE-UP AT AUTOMECHANIKA FRANKFURT 2022

The company covers a wide range of replacement braking solutions, divided into four different product clusters that meet all vehicle and consumer needs

Frankfurt (Germany), 13 September 2022 – Brembo's product portfolio is the result of years of continuous research and innovation in the field of braking technology. In order to meet the new challenges and needs of mobility, Brembo is constantly developing leading-edge innovative solutions that best respond to the evolution of modern vehicles. This is also mirrored by the on-going expansion of its replacement product offering and the overall Brembo product strategy to anticipate customer needs to achieve best-in-class performances in terms of sustainability.

In the light of how the Aftermarket functions as well as how it has evolved, Brembo decided to segment its entire range of replacement solutions into four product families. Each one is designated to answer specific customer and vehicle needs, and features the highest quality, innovation and performances which Brembo is renowned for.

Brembo Essential is the perfect line for those who are seeking a first approach to replacement opportunities. It is designed with Brembo technical content that already embodies the company's attitude to strive for quality across all its products. This range includes brake drums, shoes, hydraulic components and remanufactured calipers.

Brembo Prime, the premium line, is tailor-made for consumers who are seeking the best fit for their car, LCV or truck. Brembo's engineers have developed this replacement range to meet vehicle models' specifications and to enhance their characteristics through high technical and quality standards. The Brembo Prime family consists of brake discs, brake pads, calipers, brake fluid and additional brake accessories.

Brembo Beyond embraces the company's mission to become a solution provider, improving the driving dynamics of new mobility vehicles, with a specific focus on sustainable solutions. This product family includes the Brembo Beyond EV kit, a new range of specially coated discs and innovative brake pads that are quieter and more resistant to oxidation and corrosion, and therefore last longer. These advantages all contribute to the reduction of a vehicle's environmental footprint. The Brembo Beyond EV Kit is fully dedicated to electric vehicles and has been awarded at the innovation gallery of Madrid Motortec in the category "mechanical components".

Brembo Xtra is the ideal and best choice for passionate drivers who are looking for customisation elements for their cars as well as the specific characteristics of quality, reliability and performance typical of all Brembo products. This is why the Xtra range is the *cool* line of the Aftermarket segment. Xtra includes drilled and slotted brake discs, high friction pads, new coloured aluminium calipers, and a new advanced brake fluid.

Each Brembo product cluster groups together replacement products that have similar features both in terms of the final use of solutions and in terms of market positioning. The aim is to support and facilitate Brembo customers' choice, based on their specific needs and to adequately meet the different requirements and the ever changing Automotive Aftermarket.

About Brembo SpA

Brembo SpA is the world leader and acknowledged innovator of 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 500 championships. Today the company operates in 15 countries on 3 continents, with 29 production and business sites, and a pool of over 12,200 employees, about 10% of whom are engineers and product specialists active in R&D. 2021 turnover was € 2,777.6 million (31.12.2021). Brembo is the owner of the Brembo, AP, AP Racing, Breco, Bybre, J.Juan, Marchesini and SBS Friction brands.

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