

## **BREMBO WINS THE 2023 RED DOT AWARD FOR THE 19RCS CORSA CORTA RR**

***The 2022 evolution of the iconic radial master cylinder has been awarded the prestigious distinction in the Product Design category***

Stezzano (Italy), 19 June 2023 – Brembo has been awarded today with the 2023 Red Dot Award for its 19RCS CORSA CORTA RR - Race Replica in the Product Design category.

As one of the most important and prestigious design competitions, the Red Dot Award selects and celebrates the best creations that combine innovation with outstanding aesthetics. Winning this award further underlines the distinctive design of Brembo's solutions and confirms the company's unwavering commitment to bringing innovation to the mobility of tomorrow and the unparalleled capacity to combine design and performance up to top motorsport championships.

The award-winning 19RCS CORSA CORTA RR is the 2022 evolution of the company's radial master cylinder that combines even greater performance and lightness with a sporty look, in line with Supersport and Naked bikes for which it has been designed. Machined from billet of Aeronautical Aluminum Alloy and finished with a hard oxidation treatment, its high level of technology is directly derived from the master cylinders used in MotoGP and SBK championships.

In all its improvements over the years, the lever has always been highly regarded by enthusiasts since it allows riders to tailor the "bite point" exactly where they want it, with an easily accessible selector on the top of the master cylinder itself. The selector operates a cam mechanism to let the user choose between three different responsiveness settings (Normal, Sport and Race). In addition, it is equipped with the RCS (Ratio Click System), which permits to change in the brake force distribution without altering the system's performance in terms of pure power. The adjustment system allows the riders to achieve a complete feeling with their bike and to adapt braking performance to their riding style, weather and road conditions. Therefore, this radial master cylinder is considered the perfect choice for riders are looking for a performance upgrade and taking care of their bike's set-up, without ever compromising its aesthetics.

The 19 RCS CORSA CORTA RR earned Brembo its second Red Dot Award, while the first was won in 2019 with the previous 19 RCS CORSA CORTA. The design quality is the common factor in these awarded products.

With around 20.000 entries per year, the Red Dot Design Award is one of the world's largest design competitions. In 2023, projects from 60 countries were submitted and evaluated in 51 competition categories. The Brembo 19 RCS CORSA CORTA RR has been selected by a jury of 43 international design experts who have been convening for more than 60 years to choose the year's best designs. The prizes, which have been awarded since 1955, are

presented at a special ceremony, the 2023 edition of which has been held today in Essen, Germany.

#### About Brembo SpA

Brembo leads the world in the design and production of high-performance braking systems and components for top-flight manufacturers of cars, motorbikes and commercial vehicles. Founded in 1961 in Italy, Brembo has a long-standing reputation for providing innovative solutions for OEMs and aftermarket. Brembo also competes in the most challenging motorsport championships in the world and has won over 600 titles.

Guided by its strategic vision – “Turning Energy into Inspiration” – Brembo’s ambition is to help shape the future of mobility through cutting-edge, digital and sustainable solutions.

With about 15,000 people across 15 countries, 30 production and business sites, 8 R&D centers and with a turnover of € 3,629 million in 2022, Brembo is the trusted solution provider for everyone who demands the best driving experience.

For information: Roberto Cattaneo – Chief Communication Officer Brembo SpA  
Tel. +39 035 6052347 @: [roberto\\_cattaneo@brembo.it](mailto:roberto_cattaneo@brembo.it)

Monica Michelini – Product Media Relations Brembo SpA  
Tel. +39 035 6052173 @: [monica\\_michelini@brembo.it](mailto:monica_michelini@brembo.it)

For Europe: Dagmar Klein / Martin Pohl – Brembo Media Consultants  
Tel. + 49 89 89 50 159-0 @: [d.klein@bmb-consult.com](mailto:d.klein@bmb-consult.com) / [m.pohl@bmb-consult.com](mailto:m.pohl@bmb-consult.com)