

BREMBO INVESTS IN SPOKE SAFETY, CONNECTED MOBILITY STARTUP

***Spoke Safety joins Brembo Ventures' portfolio
and strengthens the Group's expertise in software and cloud connectivity***

Bergamo (Italy), 10 July 2024 – Brembo, the global leader in braking systems, is investing in advanced connected mobility solutions by acquiring a stake in Spoke Safety, a U.S. startup specializing in the development of digital communication technologies between vehicles and the road ecosystem.

With this investment, Brembo continues its journey to enhance its expertise in software and cloud connectivity for the digital innovation of its solutions. The goal is to facilitate the communication of braking systems with other connected elements in the surrounding environment.

“The investment in Spoke Safety is another step towards the digital innovation of our braking systems,” said Daniele Schillaci, CEO of Brembo. *“Our vision for the near future is to enable the braking system to communicate and interact not only with the equipped vehicle but with the entire road ecosystem, including other vehicles, infrastructures, and communication networks, enhancing the driving experience and safety.”*

Brembo has already initiated a research project with Spoke Safety. The collaboration began thanks to the Brembo Inspiration Lab in Silicon Valley, which has among its objectives the search for innovative startups that can contribute to Brembo's evolution focused on software and artificial intelligence.

Spoke Safety was founded in Denver, Colorado, in 2020. Its solutions are based on Vehicle-to-Everything (V2X) technology, a communication system that connects vehicles in real-time with other vehicles, road users including cyclists, and smart city infrastructures such as traffic lights, with the goal of improving the driving experience and promoting greater road safety.

Spoke Safety joins the portfolio of Brembo Ventures, the company's venture capital unit that invests globally in top technological startups to support Brembo's innovation and accelerate the development of new mobility solutions for tomorrow.

About Brembo

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 over 15,600 people across 15 countries, 32 production and business sites, 9 R&D centers and with a turnover of €3,849 million in 2023, Brembo is the trusted solution provider for everyone who demands the best driving experience.

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