

BREMBO RETURNS TO ITALY'S DESIGN WEEK WITH THREE FAVORITE COLORS (AND IT'S NOT THE ITALIAN FLAG!)

***At the Milan event, the colors chosen
by the public take center stage***

Milan (Italy), April 7, 2025 – Following last year's success, Brembo, a global leader in the production of braking systems for the automotive sector, is once again set to amaze the world of interior design by participating in the Milan Design Week. This special occasion marks the presentation of its brake calipers in three colors—mirtillo (blueberry), zafferano (saffron), and oro (gold)—created in partnership with Sesia&Co. The calipers were selected by the public and customers, and will soon enter production.

In 2024, Brembo surprised industry professionals by exhibiting its brake calipers for the first time in twelve colors designed specifically for the world of interior design. Developed by Sesia&Co., these colors allow for various material combinations and both monochromatic and multicolor solutions while maintaining a high level of aesthetic harmony.

Participating in the Milan Design Week is an innovative initiative for a company traditionally linked to the automotive industry, and it has proven to be a true success. The public enthusiastically welcomed this foray into interior design, appreciating not only the quality and technology of the product but also its refined aesthetics.

After gathering and analyzing feedback from last year's edition, Brembo has decided to put into production the three most voted colors: mirtillo, zafferano, and oro. Sophisticated shades that perfectly align with contemporary interior design trends. To make this edition even more special, the company also created exclusive packaging for these colors, highlighting the attention to detail and style that has always set Brembo apart.

The calipers in mirtillo and zafferano belong to the X-Style range, the ideal choice for passionate drivers who seek personalized elements for their cars, along with the hallmark quality and reliability of all Brembo products. Meanwhile, the oro caliper, celebrating Brembo's 50 years in racing, is an BM6 model, part of the GT kit. This caliper, set to become iconic, embraces the challenge of high performance and design, serving as a perfect example of how Brembo's expertise in racing has been made available for road vehicles.

Brembo has always placed great emphasis on the aesthetics of its products, characterized by distinctive shapes and a broad color palette that makes them easily recognizable even to end consumers. Besides celebrating passion and creativity, participating in this event is an exercise in style for Brembo—a bridge between the technological and design worlds, with the goal of exploring new possibilities and applications for the future.

Brembo looks forward to welcoming you at the Milan Design Week to discover together the evolution of its aesthetic and technological vision at Sesia&Co., Palazzo Bocconi - C.so Venezia 48, Milano.

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 700 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 15,000 people across 18 countries, 35 production and business sites, 9 R&D centers and with a turnover of € 3,840.6 million in 2024, Brembo is the trusted solution provider for everyone who demands the best driving experience.

www.brembogroup.com/en

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