



BREMBO OPENS THE FIRST CENTER OF EXCELLENCE IN SILICON VALLEY

The “Brembo Inspiration Lab” will focus on software development, data science and artificial intelligence

Stezzano (BG), Italy, July 19 2021 – Brembo, a global leader in the development and production of brake systems, announces the opening of its first center of excellence, in California’s Silicon Valley (USA).

The “Brembo Inspiration Lab” will be an innovation lab and it will be focused on strengthening the Company’s expertise in software development, data science and artificial intelligence.

The opening of Brembo’s first center of excellence is a step forward in the path to become a trusted Solution Provider and accelerates the digitalization of the company, one of the key objectives of the strategic vision, Turning Energy into Inspiration, announced by Daniele Schillaci, Brembo’s Chief Executive Officer, in September 2020.

“We are very pleased to open Brembo’s first center of excellence in Silicon Valley. We are entering and investing in this world-renowned location for high technology and innovation with the clear and ambitious goal of addressing the unprecedented challenges impacting the automotive sector” said Daniele Schillaci, Brembo’s Chief Executive Officer. *“We are in an era of data science and the application of artificial intelligence, which offers us a great opportunity to build our future and strengthen our technological leadership. With the Brembo Inspiration Lab we accept the challenge to increase the company’s digital culture and to bring ‘Made in Brembo’ innovation even closer to our partners.”*

The Brembo Inspiration Lab is expected to open in the fourth quarter of 2021. It will welcome talent from various industries to benefit the development of Brembo’s future braking solutions.

With the opening of the new center, Brembo expands its international presence and continues to grow in North America, where it has been present for over 30 years. It maintains manufacturing hubs in Michigan, New Jersey and Monterrey, Mexico. Its North American headquarters and R&D center is located in Plymouth, Michigan. The new center of excellence will also be a point of reference for the technological and commercial development of Brembo’s relationships with customers in the Silicon Valley.



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 26 production and business sites, and a pool of over 11,000 employees, about 10% of whom are engineers and product specialists active in the R&D. 2020 turnover is € 2,208.6 million (12.31.2020). Brembo is the owner of the Brembo, Breco, AP, Bybre, and Marchesini, SBS Friction brands and operates through the AP Racing brand.

For information:

Roberto Cattaneo – Chief Communication Officer Brembo SpA
Tel. +39 035 6052347 @: roberto_cattaneo@brembo.it

Daniele Zibetti – Corporate Media Relations Brembo SpA
Tel. +39 035 6053138 @: daniele_zibetti@brembo.it

Dagmar Klein / Martin Pohl – Brembo Media Consultants
Tel. + 49 89 89 50 159-0 @: d.klein@bmb-consult.com / m.pohl@bm-consult.com