

BREMBO WINS THE 2024 A' DESIGN AWARD AND COMPETITION FOR THE OCTYMA

The 8-piston caliper with a strong innovative design awarded in the Platinum category

Bergamo (Italy), 17 July 2024 – Brembo has been awarded the 2024 A' Design Award and Competition for its OCTYMA brake caliper, receiving the Platinum Award in the category of vehicle parts, auto accessories, and care products design.

This prestigious recognition, granted to truly exceptional, elegant, and magnificent designs, underlines the distinctive design of Brembo's products and confirms the company's unwavering commitment to bringing innovation to the mobility of tomorrow. It also highlights Brembo's unparalleled capacity to combine design and performance.

OCTYMA is an 8-piston aluminum brake caliper with a strong personality and innovative design for high-tech vehicles. It is a uniquely styled component whose name—from the Latin "octo," meaning eight—recalls the number of pistons. Furthermore, the number eight is a symbol of infinity and a constant flow of energy and power, representing balance and harmony.

Power and style: taut lines designed to infuse character; embossed piston details enhance the caliper's sporty components, and elegant lines make it the perfect fit for the Range Rover Sport SV, the British brand's most powerful and dynamic SUV ever.

OCTYMA's lines are intended to further reinforce the car's clean design and style, while at the same time amplifying its sporty personality. This enhances the brand's Modern Luxury codes: essential and refined design, exaltation of technical details, balance of proportions, and the search for refined and exclusive colors. OCTYMA also reflects the characteristics of Brembo's style and design, which evolve with technological innovation, helping to characterize each product and make the vehicle it equips unique.

From a technological point of view, the innovative cross arrangement of the pistons optimizes braking through better pressure distribution, significantly improving braking efficiency.

A' Design Award and Competition is one of the world's largest, most prestigious, and influential design accolades—one of the highest achievements in design. Its Grand Jury Panel brings together the world's leading design professionals, prominent academics, influential press members, and leading experts in the industry to recognize, cherish, and value good design products, projects, and services. A' Design Award jurors are fully committed to acknowledging and distinguishing good design in all its forms.

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.

For info: Monica Michelini – Product Media Relations Brembo N.V.
Tel. +39 035 6052173 @: monica.michelini@brembo.com

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