

BREMBO @ EICMA 2024: A COMPLETE RANGE OF PRODUCTS FOR EVERY NEED

*Each biker can get their tailored braking solution:
from original parts to top-performance products*

Bergamo (Italy), November 5th 2024 – [Brembo](#) is constantly developing leading-edge innovative solutions that best respond to the evolution of modern motorcycles. This is mirrored by the on-going expansion of its replacement product offering and the overall Brembo braking solution strategy that anticipates customer needs to achieve best-in-class performance.

In the light of the evolution and the changes of the Aftermarket in these last few years, Brembo is presenting its entire range of braking replacement and upgrade solutions at EICMA 2024, segmented into three product families. Each designated to answer specific customer and motorbike needs featuring the highest quality innovations and performance for which Brembo is renowned.

Brembo Prime, the premium line, is the plug-and-play genuine parts solution for consumers who are seeking the best fit for their motorbike. Brembo's engineers have developed this replacement range to meet motorbike OE specifications and to enhance their characteristics through high technical, quality standards, functionality and safety. The Brembo Prime family consists of brake discs, brake pads, brake calipers (including the Stylema and the Hypure), clutches and master cylinders.

Brembo Xtra is the distinctive line for passionate two wheelers riders who are looking for customisation elements for their motorbikes, as well as innovative or aesthetic solutions. This is why the Xtra range is identified as the *cool* line of the Aftermarket offer consisting of Xtra pads, Supersport/Groove brake discs and coloured brake calipers.

Brembo Upgrade represents the exclusive world of Brembo and offers enthusiasts time attack or track level braking solutions. The outstanding results Brembo has obtained on the most important racetracks in the world have led directly to defining specific upgrade brake systems for enthusiasts, allowing them to improve the style, performance and reliability of their bikes, whether they are used on roads, for time attack or on track. This family includes brake pads, T-Drive brake discs, brake calipers (including for example the GP4-MotoGP), clutches and master cylinders, featuring also the renowned RCS Corsa Corta and RCS Corsa Corta RR.

Each Brembo product line groups together replacement and upgrade braking solutions that have similar mission and market positioning. The aim is to support and facilitate Brembo customers' choice, based on their specific needs and to surf the evolution of the motorcycle Aftermarket.

All braking solutions from Brembo's Aftermarket range are now available on the brand-new Bremboparts App (downloadable for iOS or Android), which also features cars products. You can register and find the product for your vehicle and nearest dealer using the map feature.

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 16,000 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.

www.brembo.com

For information:

Luca Di Leo - Chief Communications Officer

Tel. +39 035 6052164 @: lucadileo@brembo.com

Monica Michelini – Product Media Relations

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