



BYBRE UNVEILS ITS NEW BRAND IDENTITY AND RACING PRODUCTS AT EICMA 2024

Bybre is ready to change the Side By Side vehicles (SSV) sector with two new products dedicated to the racing family

Bergamo (Italy), November 5th 2024 – Bybre, a global brand dedicated to providing braking solutions for motorcycles, is thrilled to announce the launch of its new brand identity and two groundbreaking racing products specifically designed for Side-by-Side Vehicles (SSVs), particularly destined to the demanding Dakar Rally, at EICMA 2024.

In today's dynamic marketplace, Bybre is undergoing a transformative rebranding to resonate with the younger generation, unveiling a new logo, that goes beyond aesthetics. Designed to realize with the aspirations of the up-and-coming generation, Bybre is now focused on offering high-quality products at accessible prices, ensuring that freedom and innovation are within reach for everyone. This inclusive approach not only caters to a specific market segment, including motorsport enthusiasts, but also strengthens Bybre's competitive edge.

This focus is further emphasized by two brand-new racing products specifically designed for Side-by-Side Vehicles (SSVs). These also mark Bybre's entry into the world of racing, with a particular focus on the demanding Dakar Rally.

SSVs have gained immense popularity in recent years, thanks to their versatility and off-road capabilities. However, the demands of intense racing, such as the Dakar Rally, require specialized braking systems that can withstand the rigors of extreme conditions. Bybre's new products, a twin master cylinder and calipers, are designed to meet these exacting standards.

For its upcoming commitment in the Rally Dakar, Bybre is pleased to introduce two new racing products: a new twin master cylinder, specifically engineered for SSVs, offering a unique combination of precision control and durability. It provides exceptional braking balance, allowing riders to modulate their braking force with precision. The plug-and-play installation ensures easy integration into SSV systems, while the in-cab brake balance adjustment knob enables riders to fine-tune their braking preferences on the fly.

On the other hand, the newest calipers are crafted from premium CNC aluminum and are designed for demanding racing applications. Featuring an exclusive knock-back system to prevent brake fade, oversized brake pads for exceptional stopping power, and floating discs for extra braking power, these calipers offer unmatched performance and durability. Ideal for racers seeking maximum control and safety.

Bybre's new brand identity and product launches demonstrate the company's ongoing commitment to innovation and meeting the evolving needs of motorcyclists and off-road enthusiasts worldwide. With a focus on safety, performance, and style, Bybre is poised to become a leading brand in the racing industry, providing the essential braking solutions that riders demand.



For information:

Luca Di Leo - Chief Communications Officer

Tel. +39 035 6052164 @: luca.dileo@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