

BREMBO UNVEILS ITS NEW VISUAL IDENTITY AND LOGO REFLECTING THE COMPANY'S EVOLUTION AS A SOLUTION PROVIDER

***The logo has been restyled with a simple and modern design
which speaks to the digital-native generation and powers the brand experience***

Stezzano (Bergamo, Italy), 25 October 2022 – Brembo today unveiled its new visual identity and logo, reflecting the company's strategic vision: "Turning Energy into Inspiration".

Since the launch of the new vision in the fall of 2020, Brembo embarked on a journey to become a solution provider, with ambitions to contribute to shaping the future of mobility. This is leading to a significant transformation in Brembo's offering, taking the company from components to complete solutions, leveraging artificial intelligence, mechatronics and data.

The 2021 launch of SENSIFY, Brembo's pioneering intelligent braking system, marked a crucial advance in this journey. Now, the ongoing evolution of the company takes another step forward with the unveiling of its new brand image.

"Brembo's new visual identity ensures consistency between our promise and our image, powering our brand experience," says Daniele Schillaci, Brembo's Chief Executive Officer. "The core element of this new identity is the restyling of our logo, which is recognized all over the world and has contributed to our company's success. Now it embeds the notion of simplicity, with a modern and digital soul capturing Brembo's forward-looking attitude. The new visual identity expresses both the company's heritage and its evolution and it will inspire our future."

The new logo features design innovation, while remaining true to the brand's long-standing style. The distinctive Brembo symbol has been optimized to be coherent with the new lettering, which is softer, more rounded and easier to read at any size, especially for digital activations. The iconic red color will continue to embody the company's passion with its modernized shapes, which speak to younger, digital-native generations. The new logo will ultimately help to further ensure Brembo's status as a timeless brand.

Starting today, the new logo will be rolled out globally across all of the company's digital and physical assets, as well as on all of Brembo's solutions of the future.

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 29 production and business sites, and a pool of over 12,200 employees, about 10% of whom are engineers and product specialists active in R&D. 2021 turnover was € 2,777.6 million (31.12.2021). Brembo is the owner of the Brembo, AP, AP Racing, Breco, Bybre, J.Juan, Marchesini and SBS Friction brands.

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