

## NEXT CHAPTER OF BREMBO AFTERMARKET STRATEGY, NEW PRODUCTS ON DISPLAY AT AAPEX 2024

***Brembo is showcasing its full product lineup, which provides the right braking solution for every customer need.***

**PLYMOUTH, Mich., October 29, 2024**—Brembo is sharing its renewed product family at AAPEX 2024, plus several new products, to showcase the next chapter of Brembo aftermarket. For the first time in North America, products from each of Brembo's five product families will be displayed in one place. With an extensive range of pads, rotors, calipers and fluids, Brembo has a product for almost every customer need, aligning with Brembo's global mission to become a solution provider in the automotive and motorcycle sectors.

Announced recently at Automechanika Frankfurt, Brembo has added several new products to its aftermarket portfolio. For the first time, Brembo's renown high-performance Carbon Ceramic Material (CCM) brake disc and pads, born from racing experience and found on the world's most exciting supercars, are now available as an aftermarket part. Brembo CCM products have a 50% weight reduction if compared to traditional cast iron discs, offer stronger braking with significantly less fade and are extremely durable and corrosion resistant.

Additionally, the performance-focused Brembo Sport TY3 disc has joined Xtra product family, providing a plug and play upgrade to OEM braking systems. Finally, Brembo has added new sedan-compatible Brembo Beyond Greenance kits.

*"AAPEX 2024 is the first time Brembo has displayed products from each of its five aftermarket product families in North America," said Greg Tackett, vice president of aftermarket, Americas. "This updated product range, complete with exciting new products, marks a new chapter of Brembo's aftermarket strategy. With solutions for almost any customer or industry, our aftermarket product range is allowing more people to experience the quality and performance that has defined Brembo for over 60 years."*

Each Brembo product family includes parts with similar features and market positioning, clearly providing customers with the products that best fit their needs:

**Brembo Essential** includes the braking fluids and lubricants which compliment Brembo's other components.

**Brembo Prime** line includes OE-equivalent pads and rotors, designed to replace braking components and maintain the same driving experience.

**Brembo Beyond** is Brembo's solution-oriented product family, and includes two different product ranges. Brembo Beyond EV Kits address the opportunities and challenges unique to EVs with durable, corrosion resistant products. Brembo Beyond

Greenance kit delivers Euro 7 emissions compliant braking solutions that maintain Brembo's performance characteristics.

**Brembo Xtra** introduces customers to the world of Brembo performance braking, with pads, rotors and calipers that improve performance on the road in daily or spirited driving.

**Brembo Upgrade** includes high performance, track capable braking products that are intended for drivers looking to get the maximum performance out of their vehicle on road or track. This line includes the iconic Brembo Gran Turismo (GT) parts, which are synonymous with performance braking, and the Brembo Pista Kit, which is specifically designed for road vehicles upgraded for track driving.

*"Our five product families are key to making it easy for our customers to find the right product for their applications. Being solution oriented, like the larger Brembo Group, is a key component of our aftermarket strategy,"* said Tackett.

All products from Brembo's Aftermarket range are now available on the brand-new [Bremboparts App](#), which also features motorcycle products.

**MEDIA ASSETS:** <https://mediakit.brembo.com/>

#### 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.

For info: Sam Krahn – Public Relations Specialist Brembo North America  
@ [samk@us.brembo.com](mailto:samk@us.brembo.com) Tel. 734-808-1259

Caroline Fallara – Marketing & Communications Director Brembo North America  
@ [CFallara@brembo.com](mailto:CFallara@brembo.com) Tel. 734-468-2109