BYBRE AT EICMA 2026

Freedom Made Possible: expanding access to advanced braking technology

Bergamo (Italy), November 3rd, 2026 – BYBRE, the Brembo Group brand focused on the mobility needs of younger generations, returns to EICMA 2026 with an expanded portfolio of braking solutions. The showcase spans active safety systems and new original equipment applications developed for a wide range of vehicles and riding needs.
At EICMA, BYBRE also presents Bree, the Group's first digital character created through generative artificial intelligence tools, designed to strengthen dialogue with new generations and engage the brand's global community through digital channels.

"Since its launch, BYBRE has focused on making advanced braking technology available to more riders," said Andrea Paganessi, Brembo GBU Motorcycle Chief Officer. *"The products we're presenting at EICMA 2026 show how that ambition continues to translate into new solutions, from active safety systems to components designed to enhance the everyday riding experience. At the same time, with projects like Bree we want to explore new languages and new ways of relating to the young generation. Across the entire portfolio, the focus remains the same: helping more riders benefit from technologies that improve safety, performance and control, with a distinctive design."*

BYBRE's original equipment showcase highlights solutions developed for some of today's fastest-growing mobility segments. Among the highlights are the latest motorcycle ABS systems, designed to contribute to the broader adoption of advanced safety technologies across high-volume motorcycle markets. The offering builds on the industrial initiative recently launched, which will supply both single-channel and dual-channel ABS solutions.

Also on display is a new modular caliper platform for Side-by-Side Vehicles (SSVs). Developed for vehicles weighing up to 2,500 kg and braking forces of up to 20 kN, the platform combines modularity, flexibility and performance, enabling manufacturers to adapt braking systems to different vehicle architectures while optimizing development time. The system includes front three-piston and rear two-piston aluminum calipers available in multiple configurations.

BYBRE is also expanding its range with products designed to deliver greater control, consistency and riding enjoyment. The new P2.34 fixed rear caliper delivers smooth and consistent braking performance through its dual-piston architecture and high-stiffness design.

Making its debut at EICMA, BYBRE's first radial master cylinder is designed to provide improved braking feel, enhanced control and refined ergonomics. Key features include an adjustable lever and premium construction.

The P2.34 and the new radial master cylinder complete the range of products for mid-displacement motorcycles, joining the P4.32 and P4.28 introduced last year and now presented in their final production versions.

Bree, the new digital face of BYBRE

EICMA 2026 also sees the debut of Bree, BYBRE's new digital character, created through generative artificial intelligence tools and the first project of its kind for the Brembo Group. Content creator and DJ, Bree was created to strengthen the dialogue with the new generations and engage the brand's global community through new languages and digital channels, exploring territories such as music and urban culture.
Endowed with its own personality and storytelling developed to make it recognizable and consistent over time, Bree reflects the innovative and experimental spirit of the Group. Its digital nature also allows it to dialogue with different communities internationally, overcoming linguistic and geographical barriers.
Her story kicks off at EICMA, where Bree will make her debut on the stage of the BYBRE booth as a DJ, starting a new way for the brand to connect with its audience.

Freedom Made Possible

The BYBRE range reflects the brand's commitment to accompanying motorcyclists at every stage of their journey. By combining the expertise of the Brembo Group with solutions designed to meet the needs of ever-changing mobility, BYBRE continues to offer braking technologies that improve safety, riding confidence and control. With Bree, this same philosophy also extends to the way the brand communicates and builds relationships, experimenting with new languages to get closer to the next generations.

About BYBRE

BYBRE, a global brand dedicated to providing braking solutions for motorcycles and ATV (All-Terrain Vehicle)/SSV (Side-by-Side Vehicle), is a Brembo brand. Supported by Brembo's legacy of excellence and innovation, BYBRE benefits from cutting-edge research, development, and manufacturing processes. Its range of products includes brake discs, fixed and floating calipers, front and rear brake master cylinder and the complete brake system. BYBRE wants clearly to position itself to resonate with the desires of the younger generation, offering not just safety but also empowering them with a sense of freedom.

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