



## CHOOSE THE COLOUR FOR THE NEW BREMBO LA FRONT BRAKE PADS

***Brembo asks EICMA fans for selecting their favourite shear colour for the new compound.***

During EICMA, Brembo is glad to introduce the new Brembo LA sintered brakes pads, so good in performance and stability, together with exceptional durability for road use.

What's more? Internet users are invited to visit <http://www.brembopadcolour.com>, in order to vote for the colour for the new brake pads. So that, voters can choose among 6 new shear colours: the one which receives the major of votes will be used for the new Brembo LA.

Bikes have always reflected passions, as well as trends in technology and style. This is the reason why each bike is a unique match to rider's needs. Brembo offers a complete range of brake pads to meet several technical specifications for each kind of bike: for racing, road, city and off-road uses.

This large range of high-tech products, directly derived from Brembo's great experience in racing and original equipment supplier, offers the perfect answer to riders' performance, duration and adaptability needs.

The new Brembo LA spreads the huge range of brake pads, which covers more than 6,000 applications, with a great variety of compounds: from organic, to sintered, till carbon ceramic. Brembo meets the specific needs of any kind of bike - whether for racing, road use, city use, or off-road use - as well as riders' expectations.

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