

BREMBO INTRODUCES *TRACKTRIBE*: ITS FIRST DIGITAL SYSTEM THAT REVOLUTIONISES TRACK RIDING

Ride, Improve, Connect: technology, telemetry and community for experiencing the track in a modern and engaging way.

Bergamo (Italy), 4 November 2025 – Brembo, global leader in high-performance braking systems, presents TrackTribe: the new digital system designed to support riders, from amateurs to the most experienced, on the track. An advanced product that integrates cutting-edge technologies, data analysis, and social features, with the aim of creating a community dedicated to those who passionately frequent circuits around the world. The result of a long development process by Brembo, the system's beating heart lies in the advanced algorithms created by the Performance Division, which enable a clear and effective interpretation of the data. This technology draws its strength from the vast experience gained on circuits around the world.

TrackTribe was created to meet the needs of enthusiastic motorcyclists who want to monitor their performance, improve their riding skills, and share and compare their experiences with other users. The system offers intuitive analysis tools, training content, and social features, all within a safe, accessible digital environment designed to enhance every track session.

Architecture and technical components

TrackTribe consists of a dedicated app, available for both smartphones and tablets, designed to communicate with the device installed on the motorbike. This device integrates an inertial platform and GPS within a control unit, which connects to a remote pressure sensor—also included in the kit along with the necessary wiring. Installation of the kit and configuration of the app are carried out exclusively by authorised installers, ensuring a unique association between device and vehicle and guaranteeing maximum reliability for the end user. Once configuration is complete, the system allows users to create a personalised profile for their bikes.

In the "Your Bike" section, each rider can easily view and update their bike's setup, as well as see real-time updates from the device. The system enables monitoring of parameters such as brake pressure, acceleration, speed, and lean angle, offering a detailed and dynamic overview of performance during every session on the track.

RIDE - Circuit and session management

The system features an advanced circuit selection function, called "On Track", where the user can search for and activate the desired circuit on the device before each session. The device then automatically records all sessions carried out on the circuit, starting the recording at the first crossing of the finish line. During the session, for riders who wish, there is a real-time dashboard option, available only when using the app on a smartphone, which provides immediate feedback on lap times, showing the most recent lap, the best lap, and the difference compared to the personal best within the session.

IMPROVE - Session analysis and telemetry

The "Sessions" section collects all the user's sessions, offering a detailed view of each lap. It is possible to analyse split times, compare two laps, and examine the differences in depth using graphs and peak values. Thanks to the replay function, the rider can relive the path taken, identify key points of the circuit, and analyse the main telemetry data to refine their technique. The graphical representation also displays braking points and corners tackled, providing a complete and immersive view of on-track performance.

CONNECT - Community and comparison

The system features a community section that encourages interaction among all riders, even those with different bikes and brands, who use the system. This is made possible thanks to circuit leaderboards and the ability to compare recorded laps with other users. It is a digital environment designed to stimulate sharing, comparison, and the improvement of personal performance. Users can also import videos recorded with an action cam directly from the app and overlay their own lap with that of another user or a reference rider. They can also upload and share them on their own social channels, along with the key highlights of their day on the track.

Unveiled at EICMA 2025, TrackTribe will be available from spring 2026, initially in Italy, Germany, England, Spain, France, and the United States, and then in the rest of the world. The system will be continuously updated with new features and exclusive content, offering a more advanced and exciting digital experience with every update.

All TrackTribe's functions, from session management to telemetry, right through to community comparison, are always available to the user on the track, at home, or during breaks between sessions. Data acquisition on the circuit, however, is designed to activate exclusively when the motorbike is actually on the track and is disabled on public roads, fully in line with Brembo's mission to promote responsible and safe riding.

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, the company has a long-standing reputation for providing innovative solutions for original equipment and aftermarket. Brembo is a key player in the world of racing: for 50 years, it has been the choice of the Teams competing in the most demanding motorsport championships worldwide and it has won more than 700 titles. The company also develops braking systems for mountain bike racing.

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 18 countries, 39 production and business sites, 10 R&D centers, 2 Inspiration Labs and with a turnover of € 3,840.6 million in 2024, Brembo is the trusted solution provider for everyone who demands the best driving experience.

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