

BREMBO UNVEILS GREENTELL SET AT AUTO SHANGHAI 2025

*The new Original Equipment disc and pads deliver
longer lifetime, less emissions and enhanced performance*

Bergamo (Italy), 23rd April 2025 - [Brembo](#) presents the innovative GREENTELL set at Auto Shanghai 2025, the renowned international auto show for the latest innovations in the automotive industry.

With decades of experience in braking systems, Brembo has developed the GREENTELL set, which consists of a new disc and pads featuring superior performance, increased durability, corrosion resistance, and reduced emissions. Its versatility makes it suitable for all types of vehicles, from hybrids to combustion engines, from premium cars to light commercial vehicles.

Born from the fusion of the words "GREEN" and "INTELLIGENCE," the name GREENTELL reflects the key features of the product, emphasizing on one hand the reduction of environmental impact by up to 85%¹ and on the other the research behind these products to improve the overall performance of the set in terms of durability and in terms of reduction of dust emissions.

"At Brembo, we don't stop at following regulations and the law. We go beyond. We do our best to anticipate and even exceed customer needs", said Daniele Schillaci, CEO of Brembo. "Our dedication to innovation and sustainability drives us to create products that surpass expectations. We understand that our customers, and end consumers, expect the best from us. This is why we are committed to delivering solutions that are always at the forefront."

The innovation behind this solution is the application of a dual layer nickel-free coating (patent pending), through the Laser Metal Deposition (LMD) technology. Thanks to a data-driven approach, Brembo has been refining this technology for a long time, seamlessly integrating LMD into the production plants, continuously expanding its expertise in the study of emissions, to define more innovative solutions for the braking industry.

The application of the double coating layer through the LMD process, with the unique brake pads, significantly increases the resistance and durability of the disc, without compromising on performance. This coating can be applied to different types of discs including integral, dual cast, lightweight and floating.

When coupled together with the pads, it ensures a reduction of surface wear by 80%² as compared to an equivalent uncoated cast iron disc.

¹ Data based on a comprehensive LCA (Life Cycle Assessment) study, verified by a third party organization.

² Data results on Brembo dyno bench tests.

Additionally, the GREENTELL set drastically reduces brake dust emissions during braking up approximately to 90%³, anticipating the upcoming Euro 7 brake disc emission regulations that will come into effect in 2026.

The company has also developed its own dust measurement test bench, one of the most advanced for the study of particulate emissions.

The disc features the Easy Check marking with the Brembo logotype, with possibility of customizing with the carmaker logo. When the Easy Check image fades from the braking surface, it is time to replace the disc.

Brembo continues to be at the forefront of technological innovation, constantly developing braking solutions that enhance vehicle performance and contribute to a more sustainable future.

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 700 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 15,000 people across 18 countries, 35 production and business sites, 9 R&D centers 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.

www.brembogroup.com

For information:

Luca Di Leo – Chief Communications Officer

Tel. +39 035 6052164 @: luca.dileo@brembo.com

Monica Michelini – Product Communications Manager

Tel. +39 035 6052173 @: monica.michelini@brembo.com

³ Data results from WLTP-Brake Cycle (Worldwide harmonized Light vehicles Test Procedure) emission Brembo dyno tests.