

BREMBO ENTERS THE BICYCLE WORLD WITH SPECIALIZED

Two icons of innovation and performance unite to develop next generation braking performance for the mountain bike competition

Bergamo (Italy), 18th June 2025 - Brembo, supplier of braking systems for Formula 1 and MotoGP and synonymous with excellence in braking, broadens its horizons in the realm of two-wheel applications. The company, a technological leader in Motorsport, officially enters for the first time in the mountain bike Racing competition, precisely on the Downhill World Cup, alongside an exceptional partner: Specialized Bicycles' Gravity Team, one of the most prominent international entities in the cycling world.

The official debut will take place during the race in Val di Sole, scheduled for June 20-22 as part of the 2025 UCI MTB World Series calendar. And precisely during the weekend of June 20-22, coinciding with the Brembo Italian Moto Grand Prix, all enthusiasts will be able to see the Specialized Gravity Team bike live inside the Mugello paddock. The partnership between Brembo and Specialized stems from a shared vision: pushing the boundaries of technology and performance, even on the most extreme grounds. Both companies share profound values such as continuous innovation, the pursuit of excellence, and a passion for high-level sports.

"Officially entering the highest level of professional Downhill racing is a thrilling new challenge for Brembo. We are proud to do so with a team and a brand that share our same vision of performance and innovation, and it is no coincidence that this is happening in the year of Brembo's 50th anniversary in Motorsport competitions" stated Andrea Paganessi, Brembo Motorcycle Global Chief Operating Officer. "Today, we can confidently say that thanks to Brembo's technological advancements, braking has been taken to an entirely new level".

"At Specialized, we've always believed that racing is the ultimate proving ground for innovation," said Armin Landgraf, CEO of Specialized. "We hold our partners to the same high standards we set for ourselves, and Brembo's legacy of forward-thinking engineering and race-proven performance made them the clear choice. This partnership represents a strategic investment in cutting-edge technology designed to support our athletes at the highest level. As downhill racing continues to evolve, this collaboration ensures we deliver breakthroughs that start on the podium and shape the future of the sport."

To further strengthen this collaboration, another key player in technical excellence joins the effort: Öhlins. A global benchmark in high-performance suspension systems, Öhlins has supported Specialized and the Gravity Team since 2013 in UCI World Cup and World Championships. Having become part of the Brembo Group at the beginning of 2025, the Swedish company is a crucial element in the Group's strategy to expand its technological leadership in both two- and four-wheel sectors.

Known for its dominance in Formula 1, MotoGP and World Superbike, Brembo brings decades of winning experience from the most renowned world championships, with over 700 Motorsport world titles won in 50 years of racing history. Together with Specialized legacy, characterized by values such as a drive for innovation, extreme research in mountain bike design and cyclist-oriented development, the collaboration represents a bold step forward in the evolution of gravity racing.

This strategic alliance represents just the beginning of Brembo's journey, aiming to redefine braking standards at the highest level of racing by bringing the Italian company's expertise and technology to new grounds, always with an eye towards the future.

The new Brembo braking system for Specialized

The braking system, both front and rear, includes an axial brake master cylinder with a floating diameter of 9 mm and a triple lever adjustment (lever ratio, lever reach, and free stroke), allowing riders to customize the braking feel according to their preferences. The brake master cylinder is paired with a post-mount caliper featuring four "isolated" aluminum pistons with 18 mm diameter to provide high braking power.

The master cylinder and the caliper are connected by a braided steel hose to ensure consistent and precise lever travel. The system is completed by a fixed brake rotor, specifically designed to match the caliper, with an enlarged braking surface to optimize heat dissipation during extreme use.

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 original equipment 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 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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Specialized

Specialized Bicycle Components was founded by Mike Sinyard in 1974 by cyclists for cyclists. Headquartered in Northern California with locations worldwide, the company focuses on functional and technically advanced products that enable every cyclist to perform at their best.

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