

## **Brembo has developed ALCHEMIX, the AI solution to accelerate braking system innovation**

*Bergamo (Italy), October 24, 2024* – Brembo, a global leader in the design and production of high-performance braking solutions for top manufacturers of cars, motorbikes and commercial vehicles, leveraged Microsoft's Azure OpenAI to develop ALCHEMIX, a solution to generate innovative compounds for its brake pads.

**Daniele Schillaci, Brembo CEO:** *"The future of Brembo is increasingly digital, and in this journey, artificial intelligence plays a crucial role. Thanks to the integration of AI within the Group, we are shortening research and development times to anticipate market needs and improve production efficiency. We are confident that Microsoft technology, combined with our expertise in AI applications, strengthens Brembo's role as a Solution Provider for our customers."*

By incorporating AI technology in its R&D, Brembo drastically reduced the development time of new compounds from days to mere minutes. ALCHEMIX also enables the exploration of unconventional development paths, swiftly identifies potential errors, and continuously improves the braking material recipes. This allows for a shorter time-to-market for new innovations, giving Brembo a significant competitive edge.

By embracing AI technology, leveraging on the Brembo Inspiration Lab located in Silicon Valley, Brembo has accelerated its transformative journey towards a fully digitalized R&D process. This shift fosters seamless collaboration between human expertise and artificial intelligence.

### 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 600 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 15 countries, 32 production and business sites, 9 R&D centers and with a turnover of € 3,849 million in 2023, Brembo is the trusted solution provider for everyone who demands the best driving experience.

[www.brembo.com](http://www.brembo.com)

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