

BREMBO WINS THE RED DOT AWARD 2026 WITH TRACKTRIBE

The integration of data, technology and user experience in the world of two wheels has been rewarded, with TrackTribe on the European market and already recognized internationally

Bergamo (Italy), 8 July 2026 – Brembo has won the Red Dot Award 2026, the fourth in its history, with TrackTribe, the digital platform developed to transform the experience of driving on the track and strengthen the company's role in innovation for mobility.

The Red Dot Award, one of the most prestigious international design competitions, rewards solutions capable of distinguishing themselves for design quality and value for the user. The winners were celebrated yesterday at the Red Dot Gala in Essen. The selection is entrusted to an independent jury of about 40 international experts, who evaluate the products for functionality, aesthetic quality, ease of use and responsibility, also in terms of sustainability and durability.

For Brembo, design means combining beauty and functionality: each solution is created to meet a real need, translating technology and performance into a concrete experience. With TrackTribe, this approach extends to the user experience, which makes data clear, accessible, and immediately useful to the rider. The design of the object is expressed in taut and dynamic lines, inspired by the world of high performance and the language of digital technology.

This recognition is in addition to the Red Dot Awards already obtained by Brembo in 2019 for the 19RCS CORSA CORTA radial brake master cylinder, in 2023 for the 19RCS CORSA CORTA RR – Race Replica and in 2024 for the GP4-MotoGP brake caliper, confirming the company's continuity in combining technology, innovation and design.

Introduced in 2025, TrackTribe combines data acquisition, performance analysis and a dedicated community, giving riders advanced tools to understand and improve their riding. The system integrates a digital application and a device installed on the bike to monitor key parameters such as brake pressure, speed, acceleration and lean angle, with an intuitive interface that facilitates session analysis.

Thanks to algorithms developed from track experience, TrackTribe makes a level of analysis typical of the racing world accessible to amateur and semi-professional, supporting progressive and personalized improvement.

Particular attention has been paid to the design of the interface and user experience, to ensure ease of use and accessibility to an increasingly wide audience.

Starting from July, TrackTribe is available in Europe for sale at authorized dealers, allowing an ever-wider audience to enjoy the experience of driving on the track supported by advanced data and analytics.

About Brembo

Brembo is a global mobility innovation leader developing advanced solutions for vehicles and racing applications. Driven by its purpose, "Shaping a Zero-Accident Future", Brembo combines industrial excellence and digital innovation to make safety, performance and sustainability integral to the driving experience. Through its brands – AP Racing, ByBre, Brembo, J.Juan, Marchesini, Öhlins and SBS Friction – the Group delivers an integrated ecosystem of technologies, including braking systems, dampers, clutches and wheels, as well as AI-enabled software solutions. For more than 50 years, the Brembo Group has been a key player in top-level motorsport, supplying teams competing in the most prestigious championships and contributing to over 1,000 titles won. Founded in 1961 and headquartered in Bergamo, Italy, Brembo has been listed on the Milan Stock Exchange since 1995. The Group employs 16,000 people across 18 countries, with 39 production and commercial sites, 10 R&D centers and 2 Brembo Inspiration Labs. In 2025, revenues totaled €3.7 billion.

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