

BREMBO AT EICMA 2025: INNOVATING TO INSPIRE

The Group is showcasing an integrated system of technology, design and passion for two-wheelers at the exhibition.

Bergamo (Italy), November 3, 2025 – Brembo, global leader in braking systems, takes center stage at EICMA 2025 (Rho Fiera Milano, November 6-9) with innovative projects that look toward the future of motorcycling. The Group stands out for its widespread presence among the industry's top brands and is recognized as the absolute leader thanks to a comprehensive range of solutions that include braking systems, suspensions, and high-end components. At its various stands at EICMA, the Brembo Group presents itself as a comprehensive solution provider, offering dedicated solutions for different segments. Its strength lies in an approach that combines innovation, design and passion, reaffirming its commitment to anticipating challenges and consolidating its role as the ideal partner in the world of two-wheelers.

With an unprecedented market share at EICMA and brands such as Öhlins, BYBRE, SBS Friction, J.Juan, APRacing, and Marchesini, the Brembo Group is a benchmark for street, competition and off-road segments. Among the main attractions at the stand is the Ducati Desmosedici GP of the Ducati Lenovo Team, winner of the 2025 MotoGP Constructors', Team, and Riders' titles with Marc Márquez. The motorcycle is equipped with front and rear Brembo braking systems, forged magnesium Marchesini wheels, Öhlins suspension and fork and APRacing carbon clutches.

TrackTribe: the new digital frontier for track enthusiasts

EICMA is also the perfect occasion for Brembo to unveil exciting innovations, such as TrackTribe, a digital system designed specifically for those passionate about track riding. This solution enables users to monitor and analyze their riding sessions and connect with a community of riders. TrackTribe makes professional-grade analysis tools accessible to amateurs, promoting performance improvement through a dedicated control unit and sensors mounted on the motorcycle, which transfer data to the APP.

Öhlins: new identity, same excellence

At EICMA, Öhlins is debuting its new visual identity, a completely redesigned logo and new brand symbol, reflecting the company's updated vision: *Expanding beyond racing DNA to inspire enthusiasts*. This change marks the dawn of a strategy focused on expanding the product portfolio - shifting from a component manufacturer to an integrated solutions provider, engaging an ever-growing audience of two- and four-wheel enthusiasts.

BYBRE: Brembo's youthful brand comes of age

Among BYBRE's innovations, Brembo's youthful brand, two new components stand out: the P4.28 caliper for sports applications and the P4.32 for Adventure bikes. With this evolution, BYBRE strengthens its technological competitiveness and reaffirms its commitment to providing safe, high-performing braking solutions, ready to be discovered by young visitors at EICMA 2025.

Brembo focuses on customization: new and exclusive series coming soon

Brembo embraces the value of personalization. For true enthusiasts who love to make their motorcycle unique, the colorful Hypure caliper arrives, designed to enhance the style and character of every bike. Also on display at EICMA is the RCS Corsa Corta 50th Anniversary kit, a tribute to the company's history that sold out rapidly after its market launch. This success anticipates the arrival of a series of exclusive capsules that Brembo will soon unveil, dedicated to those who live their passion for two wheels as a hallmark of their identity.

Not just motorcycles: also the Specialized mountain bike with Brembo braking system

At the Brembo stand, visitors can also admire the Specialized mountain bike used in the 2025 UCI Downhill World Cup season, marking the Group's first entry into the bicycle world. This MTB is equipped with a competition-grade braking system developed in collaboration with the team Specialized Gravity and also features J.Juan hoses and the latest-generation Öhlins suspension. The partnership between Brembo and Specialized stems from a shared vision: pushing the limits of technology and performance, even on the most extreme terrain. Furthermore, for Brembo, it represents an exceptional testing ground for developing solutions aimed at new applications.

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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