

BREMBO UNVEILS NEW SEVERE DUTY BRAKE PADS LINE FOR AAPEX 2025

Brembo Severe Duty Pads deliver reliability, durability and top performance in the toughest conditions

LAS VEGAS, October 30, 2025—Brembo, the global leader in brake technology, unveils its new line of XTRA Ceramic Severe Duty Brake Pads at AAPEX 2025—the new standard for heavy-use, heavy-duty braking. Brembo Severe Duty, available early 2026 in the United States, Canada and Mexico, is an ideal solution for pickup trucks, SUVs, commercial vehicles and police vehicles facing extreme environments and demanding driving conditions.

The new Severe Duty will launch with 52 part numbers, covering trucks, vans and SUVs from most automakers. Key applications include Ford F-150 & Super Duty, Chevrolet Silverado, GMC Sierra, Ram 1500 & Ram HD, Nissan Titan, Toyota Tundra, Chevrolet Tahoe & Suburban, GMC Yukon, Ford Expedition, Jeep Wrangler, Ford Explorer & Taurus Police Interceptor, Mercedes Sprinter, Ford Transit and Chevrolet Express.

The pads use a copper-free ceramic compound for safe, consistent braking performance. Brembo subjected the new Severe Duty Pads to several SAE-certified instrumented tests to validate performance¹. When compared to the equivalent OE pad, Brembo Severe Duty displayed:

- 18% better stopping performance
- 10% improvement in fade resistance
- 33% noise reduction in noise
- 13% improvement in wear resistance

“Brembo Severe Duty is the perfect solution for customers that demand ‘XTRA’ braking solutions that can withstand the toughest driving and environmental conditions,” said Greg Tackett, vice president aftermarket Americas. “Whether you’re a police officer in the line of duty or towing through extreme conditions regularly, Brembo’s renown global quality and unparalleled performance has now changed the game in the popular Severe Duty category.”

For fleet applications, Brembo Severe Duty can help police fleets or commercial vehicles with enhanced safety and durability in heavy brake use. Severe Duty is also a great solution for SUV or truck drivers who tow regularly, delivering reduced fade and greater safety. The ceramic compound also delivers quiet, vibration free comfort with low dust output.

Brembo Severe Duty joins the XTRA product line, which is for drivers seeking a solution with enhanced performance and eye catching design. Severe Duty pads will feature a silver backing plate and iconic Brembo red shim.

¹Testing completed in Brembo laboratories and Greening Inc on 2018 Ford F-150. Testing included SAE J2522, J2521 and J2707 standardized procedures.

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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