

## **BREMBO SHOWCASES 100% COPPER-FREE BRAKE PAD RANGE AT AUTOMECHANIKA SHANGHAI 2025**

*Discover Brembo's latest technologies and product families at the leading automotive trade fair*

**Shanghai (China), 26th November 2025** - Brembo, global leader in the design and production of high-performance braking systems, presents its complete range of brake pads at Automechanika Shanghai 2025 (26-29 Nov.). This comprehensive lineup is engineered to meet the needs of every vehicle and driver – from passenger cars to commercial vehicles, from last-mile delivery LCVs to electric vehicles, and from track enthusiasts to high-performance cars equipped with carbon-ceramic discs and pads. By featuring an array of innovative solutions, Brembo demonstrates its commitment to combining outstanding performance with sustainability, safety, and advanced technology.

Visitors to Brembo's booth will discover the entire **brake pads collection**, grouped into **four distinct families**, each tailored to specific driving styles and vehicle categories:

- **Prime Low Met Copper Free and Prime Ceramic** – OE-equivalent products for drivers seeking the perfect fit for cars, light commercial vehicles, or trucks.
- **Beyond EV and Beyond Greenance** – Solutions aligned with Brembo's mission to support new mobility and sustainability, offering advanced technology for electric vehicles and eco-conscious drivers on top of respecting the new legislations in terms of emissions (Euro7 for Europe and the upcoming CN7 for China).
- **Xtra Low Met Copper Free and Xtra Ceramic** – Ideal for enthusiasts looking for customization combined with Brembo's hallmark quality, reliability, and performance.
- **Upgrade GT and Upgrade CCM** – Designed for track-day enthusiasts demanding maximum performance for prestigious and exclusive models.

### **Key Highlights**

Brembo has achieved a major milestone in its sustainability strategy by **completely eliminating copper from all friction material compounds**. This innovation reduces environmental impact without compromising braking performance, reaffirming Brembo's commitment to responsible and advanced technology. By the end of 2025, the entire aftermarket range will be 100% copper-free, marking a decisive step toward a more sustainable future.

Another significant achievement comes from **Shandong BRGP Friction Technology Co. Ltd**, the joint venture between Brembo and Gold Phoenix established in 2022 with a 50/50 partnership.

In September 2025, the company surpassed the production of 10 million brake pad kits, underscoring Brembo's ability to combine innovation and quality on a global scale.

### **Experience Brembo at Automechanika Shanghai**

Visitors will have the opportunity to learn more about Brembo's cutting-edge solutions for every vehicle category, meet its experts, and experience firsthand the technologies that define performance, safety, and sustainability at its stand D48, Pav 2.1.

#### 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.

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

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