

## **BREMBO SOLUTIONS LAUNCHES FREE VERSION OF ALCHEMIX, THE INDUSTRIAL AI PLATFORM DESIGNED TO ACCELERATE RESEARCH AND DEVELOPMENT**

***Powered by Microsoft Azure, ALCHEMIX helps companies discover limitless recipes by leveraging GenAI and Machine Learning to accelerate product development with advanced formulation capabilities***

*Bergamo (Italy), 19 May 2026* – Brembo Solutions announces the launch of the free version of ALCHEMIX, the AI-powered platform designed to accelerate industrial R&D and product development.

The announcement was made during the AI Week in Milan, Europe’s largest Artificial Intelligence event.

Already available on Microsoft Marketplace and powered by Microsoft Azure, ALCHEMIX is an AI formulator that enables companies to discover limitless recipes by generating and analyzing thousands of new combinations of materials and ingredients in just minutes, activities that traditionally required months of testing. Its distinctive approach is the integrated use of GenAI and Machine Learning to accelerate and enhance formulation processes.

With this initiative, Brembo Solutions aims to democratize access to advanced industrial AI by opening free access to ALCHEMIX for companies, R&D teams and innovative SMEs across sectors including food & beverage, chemicals, textiles, rubber and consumer goods. Previously accessible mainly to large multinational corporations with significant R&D resources, advanced simulation and AI-driven tools can now help businesses of different sizes explore new approaches to applied research, product development and innovation acceleration.

*“We believe the next phase of Artificial Intelligence will be defined by its ability to make industrial innovation more accessible. With ALCHEMIX, we want to democratize access to advanced AI capabilities, enabling more companies and R&D teams to accelerate experimentation and transform the way products are developed,”* – said Mauro Madaschi, Brembo Chief Transformation Officer.

Today, ALCHEMIX is already being used by customers in sectors including food & beverage, textiles, rubber and consumer goods to accelerate formulation and product development activities.

According to industry estimates, ALCHEMIX addresses a potential ecosystem of more than 400,000 industrial companies across Europe operating in sectors where formulation and materials development play a strategic role.

ALCHEMIX was born from a project at the Brembo Inspiration Lab in Silicon Valley and was developed by Brembo's Data Science and AI Team. Within Brembo, ALCHEMIX is already being used to generate advanced material combinations for braking components.

The ALCHEMIX free version supports the adoption of Artificial Intelligence across industrial processes and contributes to the digital transformation of the manufacturing ecosystem.

The ALCHEMIX free version can be accessed [here](#).

#### 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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