

AP RACING PRESENTS A NEW BRAND IDENTITY, SHAPING THE FUTURE OF INNOVATION

Coventry, June 8th 2026 - Leading manufacturer of high-performance brake and clutch systems, AP Racing introduces its new brand identity at the 24H of Le Mans 2026, one of the world's most iconic endurance racing events, where the company supplies solutions to 47 on 62 cars - 75% of the grid - across three categories (Hypercar, LMP2, LMGT3).

David Hamblin, AP Racing Managing Director

"AP Racing's new identity reflects the next stage in our evolution, giving the brand a more modern expression while remaining grounded in our heritage, our people and our engineering capability. As part of the Brembo Group, AP Racing continues to evolve braking and clutch technologies, supporting the next generation of high-performance vehicles, with new product developments set to further push performance boundaries later this year."

Proudly engineered in the UK and built on a race-winning heritage, AP Racing's new identity marks the next step in the brand's evolution, combining over 50 years of precision engineering, race-born innovation and uncompromising performance.

As a center of excellence within Brembo Group, AP Racing strengthens the Group's engineering know-how through high-performance solutions chosen by leading partners across Motorsport and beyond.

More than a visual update, the new identity sharpens how AP Racing represents what it delivers. At its core is a continued focus on the relationship between driver and machine, where control, confidence and response must come together instinctively under pressure.

A new logo and a refreshed, more distinctive visual style delivers a modern and confident expression of the brand, while remaining firmly rooted in its motorsport DNA. From Formula 1 and NASCAR to the World Endurance Championship, AP Racing continues to be trusted in the most demanding race environments around the world, with the same race-proven engineering capability carried into high-

performance road applications. The new branding is designed to resonate strongly across road car manufacturers, the aftermarket and elite motorsport.

Developed with digital first flexibility in mind, the contemporary style of the logo and color palette ensures clarity, adaptability and impact across all platforms. From on-car branding and broadcast, to mobile and social channels, delivering the same confidence on screen as it does on track.

For more information about AP Racing and its range of high-performance braking and clutch technologies, visit www.apracing.com