

## BREMBO VOTED DRIVERS' BEST BRAKE BRAND 2024

***Readers of Europe's top car magazine vote Brembo, the global leader in automotive braking systems, their favorite brake brand for the 11<sup>th</sup> time – marking 90 similar awards in recent years and underlining the company's outstanding customer recognition and satisfaction***

*Stezzano (Italy), 27 March 2024* – As part of *Auto Motor und Sport's* prestigious BEST CARS 2024 awards, drivers, mostly from Germany, voted for the best brands in 26 product and service-related categories – and Brembo swept the board in the 'Brakes/Brake Pads' class, earning an overwhelming 72.7% of the 92,798 votes submitted. The extensive survey, conducted by one of Europe's largest consumer motoring titles, further cements Brembo's reputation as the most recognized, best-loved automotive and motorcycle brake brand.

The accolade from *Auto Motor und Sport* readers marks the 11<sup>th</sup> time in 13 years that Brembo has won the category. It also follows an extraordinary run of other awards voting Brembo the best brakes in Germany. In 2023 alone, Brembo took the top spot in seven 'Best Brand' polls conducted by global motoring and motorcycle publisher Motor Presse Stuttgart in its highly respected titles *Auto Motor und Sport*, *Sport Auto*, *Motorsport aktuell*, *Motorrad* und *PS Sport-Motorrad Magazin*. In total, Brembo has scooped a remarkable 90 similar reader awards in recent years.

Drivers' widespread recognition of the Brembo brand is undoubtedly boosted by the company's standout approach to product identity. To achieve a distinctive look that stood out from other brands, Brembo took the bold step of introducing its now-iconic bright red calipers in the 1990s. Since then, its calipers and pads have featured a gallery of trend-related color, pattern and style. The eye-catching designs give each range its own visual identity, making Brembo's parts as desirable as they are instantly recognizable.

Such extensive awards success makes Brembo even more committed to staying well ahead of the competition. Backed by more than 40 years of brake testing and development in the world's most demanding motorsports, the company continues to pioneer improvements in driving experience, safety and green credentials that will respond to the needs of drivers, car manufacturers and racing teams well into the future.

*Auto Motor und Sport*, published in 14 countries including South America and Asia, is known worldwide for its quality journalism. Its magazine and online formats reach 6.91 million readers; the vast majority of whom are keen, male car enthusiasts. The annual 'Best Brand' poll, now in its 48<sup>th</sup> year, has become a key indicator of consumer satisfaction in the parts, service and supply chain sectors. Brembo receives the accolade on 27 March.

About Brembo SpA

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, Brembo has a long-standing reputation for providing innovative solutions for OEMs and aftermarket. Brembo also competes in the most challenging motorsport championships in the world and has won over 600 titles.

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 15,600 people across 15 countries, 32 production and business sites, 9 R&D centers and with a turnover of € 3,849 million in 2023, Brembo is the trusted solution provider for everyone who demands the best driving experience.

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