

BREMBO @ AIMEXPO 2026: UTV BRAKE CONCEPT REVEALED; HYPURE AND FINNED T-DRIVE LAUNCH IN NORTH AMERICA

Brembo's Growing North American Aftermarket Powersports Line Provides a Solution for Every Rider

ANAHEIM, Calif., January 7, 2026—Brembo, the global leader in brake technology, is bringing its ultimate lineup of powersport brake components to AIMExpo 2026, headlined by a concept caliper and disc previewing Brembo's entrance to the Utility Terrain Vehicle (UTV) sector. This year, Brembo Hypure calipers and finned T-Drive discs also make their North American debut.

Brembo UTV Caliper and Disc Concepts

Brembo's aftermarket UTV brake caliper and disc concepts make their debut at AIMExpo. These concept components offer a glimpse of upcoming solutions that will launch in North America in 2027. Whether you're hitting the trails or the dunes, Brembo UTV calipers and discs will provide rugged, durable braking performance with signature Brembo style.

The caliper concept is presented in red, green, blue, yellow, white and black, and Brembo is seeking input from fans on which colors they would like to see in the production version with polls at AIMExpo and on Brembo's social media profiles.

"Brembo is thrilled to enter the UTV segment and offer an early look with our UTV caliper and disc concepts at AIMExpo 2026," said Greg Tackett, VP of aftermarket, Americas. "From motorbikes to side-by-sides, from the racetrack to the trails, every vehicle deserves the safety and performance of Brembo."

Hypure and Finned T-Drive Hit North America in Q1

Hypure, Brembo's latest OEM caliper for the world's top sports bikes, is now available in Brembo's aftermarket moto line in North America. Hypure balances lightweight performance with eye catching style—now available in black, yellow and red painted, in addition to natural aluminum. Thanks to its distinctive asymmetrical silhouette, Hypure achieves a 10% weight reduction compared to calipers with the same application, making it the lightest component in its class, without compromising stiffness and response.

The Brembo Finned T-Drive disc brings MotoGP and World SuperBike braking technology to your bike. T-Drive technology leverages a unique, patented T-shaped drive pins connecting the braking surface to the carrier allows for unmatched torque transmission and low weight.

Now, the new Finned T-Drive adds new fins on the braking band to increase cooling capacity. Finned T-Drive is available in either radial or axial floating, ensuring fitment with a wide range of applications.

At launch, Finned T-Drive have compatibility with sport and adventure/dual sport motorbikes from manufacturers like Honda, Yamaha, Ducati, Kawasaki, Suzuki, BMW, Harley-Davidson, Aprilia, Triumph, and KTM. Hypure applications include Ducati Panigale and Streetfighter models.

Brembo's full line of aftermarket products will be on display, featuring calipers, discs and pads from Brembo's three powersports product families: Prime, Xtra, Upgrade. The booth will also showcase its latest OE brake systems from Harley-Davidson and BMW motorcycles.

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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 1000 titles, including the ones of premium suspensions producer Öhlins, which the Group acquired in 2025. 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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