

AUTOMECHANIKA 2026: EVERY VEHICLE DESERVES BREMBO

Greenance Plus Kit, Brembo's Euro 7-ready braking solution, leads the company's latest aftermarket innovations, alongside new applications across discs, pads and calipers, as well as brake fluid.

Bergamo (Italy), 8 September 2026 – As a global leader in mobility innovation, Brembo arrives at Automechanika Frankfurt 2026 with a range of aftermarket innovations designed to expand vehicle coverage, support evolving market requirements and deliver increasingly comprehensive braking solutions.

At the exhibition, Brembo showcases a premium aftermarket proposition alongside the next evolution of its brand experience, combining innovative products and a renewed visual identity.

Among the highlights at the show is Greenance Plus Kit, the latest evolution of Brembo's product family. Comprising a new brake disc and pads designed to help reduce environmental impact, particulate emissions and disc wear compared with standard equivalent solutions¹, Greenance Plus Kit further strengthens Brembo's commitment to developing technologies that anticipate both customer expectations and regulatory requirements.

The Greenance family further includes a brake fluid developed with 84% bio-based materials² and a reduced carbon footprint³.

The introduction of Greenance Plus Kit forms part of a broader strategy guided by a simple principle: every vehicle deserves Brembo. From bicycles, motorcycles and scooters to passenger cars, light commercial vehicles and commercial vehicles, Brembo continues to diversify its solutions to serve different applications and driving styles, bringing the same high standards to every mobility segment.

Automechanika Frankfurt 2026 also marks a new phase in the evolution of the Brembo brand. Building on the visual identity introduced in recent years, the company unveils a completely redesigned exhibition stand. More dynamic and immersive, the new space

¹ Reduction in environmental impact of up to 85%, based on data verified through a Life Cycle Assessment (LCA) and certified by an independent third-party organisation.

Reduction in disc surface wear of up to approximately 80%, based on Brembo dynamometer test results. Reduction in particulate emissions during use of up to approximately 90%, based on Brembo dynamometer testing under the WLTP-Brake Cycle (Worldwide harmonized Light vehicles Test Procedure).

² 84 kg of ISCC PLUS-certified material per 100 kg of product. Sustainability declaration in accordance with ISCC PLUS parameters.

³ Product Carbon Footprint (PCF), calculated in accordance with ISO 14067 methodology. The calculation method was externally validated by TÜV Rheinland.

translates Brembo's values, performance, precision, design and trust, into a distinctive and engaging brand experience.

This approach is reflected across the entire portfolio, starting with Brembo's brake disc range. Customers can choose from different technologies, including High Carbon discs for enhanced driving comfort and reduced noise; UV-coated discs for greater corrosion resistance and easier installation; and Brembo's patented PVT (Pillar Venting Technology) solutions, designed to improve heat dissipation and increase resistance to thermal stress under demanding conditions. In addition, 75% of the passenger car discs sold by Brembo in Europe are produced in the company's European plants.

The same approach extends to brake pads, now available with dedicated fitting accessories for a more complete solution while maintaining Brembo's high-quality standards. At the same time, the range is fully aligned with the industry's transition to 100% copper-free formulations. Today, 85% of Brembo's passenger car pads sold globally are produced at BRGP, Brembo's large-scale manufacturing facility in Shandong, China, fully dedicated to producing innovative aftermarket pads.

Brembo is also strengthening its caliper portfolio with a new offering in the "Newman" segment and an upgraded remanufactured range. The latter now features an anti-corrosion treatment that increases salt-spray resistance to 240 hours, in line with Original Equipment standards, extending vehicle coverage while supporting component recovery and reuse through the remanufacturing process.

Presented together at Automechanika Frankfurt 2026, these innovations demonstrate Brembo's distinctive ability to combine technological leadership, a comprehensive product offering and a globally recognized brand. This unique combination continues to set Brembo apart as it brings advanced solutions to an increasingly diverse mobility landscape.

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 is 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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