

BREMBO BECOMES IMSA BRAKING TECHNOLOGY PARTNER

Brembo Named Braking Technology Partner of IMSA in Multiyear Agreement

24th January 2025 - Brembo, the global leader in braking systems for the road and racetrack, and the International Motor Sports Association (IMSA), the premier road racing sanctioning body in North America, today announced a multiyear partnership that names Brembo Braking Technology Partner of IMSA.

As an IMSA Official Partner, Brembo will support its customers through an integrated IMSA marketing program, reaching fans and IMSA teams, as well as IMSA's 18 automotive manufacturer partners. The partnership builds upon Brembo's strong position as the leading brake system supplier to teams in every class and series within IMSA.

"This collaboration with Brembo underscores IMSA's multi-faceted value proposition for its partners," said IMSA VP of Partnership Marketing and Business Development, Brandon Huddleston. "This new partnership also supports the shared vision of both parties to push the boundaries of performance and innovation on the racetrack to develop future technologies that will advance safety and reliability for future road cars and other vehicles."

With over 60 years of history, Brembo has become synonymous with excellence in braking technology. Founded in 1961 in Bergamo, Italy, the company quickly established itself as a pioneer, revolutionizing braking systems with innovative designs and materials. Brembo brakes are now the gold standard in the automotive and motorcycle industries and trusted by elite motorsport teams across racing disciplines.

Through the partnership, the Brembo brand and technology will be featured in a number of ways. Fans will learn new insights about braking at each track with Brembo Brake Facts. The features will be included within IMSA WeatherTech SportsCar Championship event coverage streaming internationally on the official IMSA YouTube channel, IMSA.TV, IMSA audio network broadcasts, Sirius XM, and at-track audio/video distribution, as well as a new IMSA social media content series. This element complements Brembo's visibility within IMSA telecasts on NBC Sports and Peacock in the U.S.

"Brembo has partnered with teams in IMSA for over 20 years, providing the most innovative solutions in braking technology so teams can perform at their best," said Stéphane Rolland, president and CEO of Brembo North America. "2025 marks 50 years since Brembo first entered racing. Partnering with IMSA makes this year even more special and is an exciting new step in our involvement with the series and our dedication to motorsport worldwide."

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, 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 16,000 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.

www.brembo.com

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About the International Motor Sports Association (IMSA):

International Motor Sports Association, LLC (IMSA) was originally founded in 1969 and owns a long and rich history in sports car racing. Today, IMSA is the sanctioning body of the IMSA WeatherTech SportsCar Championship, the premier sports car racing series in North America. IMSA also sanctions the IMSA Michelin Pilot Challenge and the IMSA VP Racing SportsCar Challenge, as well as five one-make series: Ferrari Challenge North America, Lamborghini Super Trofeo North America, Whelen Mazda MX-5 Cup presented by Michelin, Mustang Challenge and Porsche Carrera Cup North America. IMSA – a company within the NASCAR family – is the exclusive strategic partner in North America with the Automobile Club de l'Ouest (ACO) which operates the 24 Hours of Le Mans as a part of the FIA World Endurance Championship. The partnership enables selected WeatherTech Championship competitors to earn automatic entries into the prestigious 24 Hours of Le Mans. For more information please visit IMSA.com or IMSA’s social media channels on Facebook, Instagram, TikTok, X and YouTube.

