

## **BREMBO WINS THE GOOD DESIGN AWARD 2024 FOR THE HYPURE BRAKE CALIPER**

***A recognition of innovation and unique design in the motorcycle industry***

*Bergamo, February 20, 2025* – Brembo, a global leader in the development and production of high-performance braking systems, is proud to announce that its **innovative Hypure motorcycle brake caliper has won the prestigious Good Design Award 2024 in the Industrial category. This award recognizes its striking design, which seamlessly combines aesthetics and functionality.**

This achievement highlights Brembo's ongoing commitment not only to innovation and the development of cutting-edge solutions for the motorcycle sector but also to the continuous pursuit of uniqueness in its products. Aligned with Brembo's recent design philosophy, Hypure features a rigorous and substantial design with clean, rational lines. For the first time, it introduces an asymmetrical structure that naturally blends functionality and beauty.

At its core is Brembo's new stylistic design language and the drive to push boundaries, creating a fresh and distinctive image that enhances the caliper's performance. Thanks to its unique asymmetrical design, Hypure achieves a remarkable 10% weight reduction compared to the reference caliper for the same application, making it the lightest component in its category.

Already in series production for the most renowned supersport motorcycles on the road today, Hypure embodies Brembo's dedication to continuous research and innovation, serving as a true ambassador of the company's unique brand identity.

Brembo continues to invest in research and development to maintain its leadership in the industry. Winning the Good Design Award 2024 is a testament to the success of the company's innovation- and quality-driven strategy.

Founded in Chicago in 1950, the Good Design Award is organized annually by the Chicago Athenaeum International Museum in collaboration with the European Centre for Architecture Art Design and Urban Studies. It is considered one of the world's oldest and most prestigious design awards.

### 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 700 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](http://www.brembo.com)

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