SHAPING A ZERO-ACCIDENT FUTURE

MARCHESINI UNVEILS ITS NEW VISUAL IDENTITY AT EICMA 2026

A new logo to tell the evolution of a brand that has made lightness a design principle

Bergamo (Italy), November 2nd, 2026 – On the occasion of EICMA 2026 (3-8 November), **Marchesini, a brand of the Brembo Group since 2000, presents a new visual identity that** accompanies the evolution of the brand and strengthens its positioning in the high-performance wheels sector. The central element of this path is **the new logo**, reinterpreted in **a more essential and contemporary key** to express Marchesini's distinctive values more effectively.

The new identity stems from a principle that has always characterized **the brand's design approach: the search for lightness, attention to functionality and simplification of shapes**. A method applied to the development of racing wheels that today also finds expression in its visual language.

Lightness, a distinctive element of Marchesini's history, is interpreted not only as a technical objective, but as a broader design criterion: eliminating the superfluous to enhance what is essential.
More essential and contemporary in design, the new logo has been developed to strengthen Marchesini's recognisability and ensure greater consistency across all channels and applications. The colour palette also evolves towards a solution based on black and white, a choice that highlights the product and enhances its shapes, details and materials.

THE NEW VISUAL IDENTITY RACES IN MOTOGP

Concretely representing this evolution will be **two exclusive Marchesini racing wheels - front and rear - made in a special black and white one-off livery, exhibited at EICMA 2026**. Two unique pieces that interpret the brand's new visual codes and transform the product into the main vehicle of the new identity.

To tell the story of the brand's new course, Marchesini has chosen the most recent evolution of its five-split-spoke MotoGP wheels, an expression of the continuous search for the perfect balance between lightness, rigidity and performance.

The special livery emphasizes the design of the spokes, the volumes and the relationship between solids and voids, highlighting the distinctive elements of the project. **The result is an exercise in style that directly connects the product to the new visual expression of the brand**.
With this evolution, the Italian brand confirms its link with the world of racing and continues a path of development in which innovation, performance and design continue to represent the central elements of its identity.

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 has been 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.

www.brembogroup.com

For information:

Luca Di Leo – Chief Communications Officer
Tel. +39 035 6052164 @: luca.dileo@brembo.com

Daniele Bettini – Motorsport Communications Manager
Tel. +39 345 6988272 @: daniele.bettini@brembo.com