

## **BREMBO PRIME: THE PREMIUM AFTERMARKET BRAKING SOLUTION**

***Powered by decades of original equipment expertise and engineered for safety, performance and reliability.***

*Bergamo (Italy), 19th May 2026* – At Automechanika Istanbul, Brembo highlights Brembo Prime, its premium family of braking solutions developed to meet the needs of today's global aftermarket.

Built on decades of original equipment expertise, Brembo Prime is designed to meet the needs of the most attentive drivers not only to performance, but also to comfort and the durability of the braking system components. The range supports a wide variety of applications, covering passenger cars, light commercial vehicles, commercial vehicles and motorcycles, and offers extensive coverage of the circulating vehicle parc in terms of brake discs and pads, depending on the market.

The Brembo Prime family includes brake discs, brake pads, calipers and brake fluids, designed and tested to work together as a complete braking system. Solutions for passenger cars and light commercial vehicles are developed to ensure consistent performance, comfort and reliable braking in everyday driving conditions, combining advanced materials with dedicated solutions to reduce noise, vibration and corrosion.

For heavier applications, Prime solutions for commercial vehicles are engineered to withstand high thermal and mechanical stress, ensuring durability and reliable performance over extended mileage.

Thanks to its extensive vehicle coverage, fast-moving references and ready availability, the Prime range supports distributors and workshops with solutions that ensure ease of installation, while delivering safety and performance for end users.

For further details on Brembo Prime, visit [www.bremboparts.com](http://www.bremboparts.com)

### 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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