SHAPING A ZERO-ACCIDENT FUTURE

AAPEX 2026: BREMBO EXPANDS AFTERMARKET REACH PROVIDING NEW SOLUTIONS TO AMERICAN CUSTOMERS

From Newman calipers to SSV Upgrade kits and severe duty pads: every vehicle deserves Brembo

Las Vegas, November 3rd, 2026 – Brembo, a global leader in mobility innovation, is coming to AAPEX 2026 with a range of aftermarket innovations designed to expand vehicle coverage, support evolving market demands, and deliver increasingly comprehensive braking solutions at the global scale.

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

"*Every vehicle deserves Brembo has become especially important to the Brembo Aftermarket business this year,"* said Greg Tackett, Vice President Americas Aftermarket. *"With new product offerings for everyday drivers, high-performance enthusiasts, SSV drivers, cyclists, first responders, and more, Brembo remains committed to finding solutions for every mobility need."*

Among the highlights of the show is the Newman caliper, an Original Equipment replacement for everyday vehicles from Brembo's Essential Product line. The Newman caliper is designed with a red high temp silicone caliper pin boot with seals, an E-coat on the exterior surface for rust prevention, and pre-lubed caliper fins, made to round out Brembo's OE replacement offerings.

For performance-focused drivers, Brembo features the XTRA Sport Disc for customers looking for a sporty, street-legal look and feel. Made with high carbon cast iron for superior strength and engineered as an OE upgrade, the sport disc features precision-drilled grooves to enhance cooling and gas evacuation for consistent, high-performance braking. Made to improve pad bite, grip, and responsiveness, the sport disc meets the needs for both every day and high-performance driving.

Representing another addition to the XTRA product offerings are Brembo's severe duty pads, built for the heavy use and high stakes driving of America's first responders, Trucks & SUV's who need a little "XTRA" to complete the tough job. The severe duty pads are proven to be 33% quieter[1] than OE pads and are built to last, with an advanced ceramic design that enhances resistance to high heat by 10% compared with similar available products[1]. Designed with total control in mind, severe duty pads equip vehicles with up to 18% more stopping power than traditional market offerings[1].

Expanding into new applications, Brembo showcases their first-ever products available for Side-by-Side users, the Upgrade caliper and brake disc kits for the Polaris RZR Pro R and the Can-Am Maverick R. With the kits having been used by drivers in the Baja Aragon and the Baja 500, the Upgrade kits offer recreational SSV users the race-proven performance that is core to the Brembo tradition.

Looking to the future, Brembo also spotlights innovations that meet the needs of an evolving global market. While adapting to new regulations and creating solutions for a sustainable future, Brembo offers EV Kits for electric vehicles, and the Greenance Plus Kit with reduced particulate emissions[2] and disc wear[3] compared to standard equivalent solutions.

Brembo's comprehensive aftermarket offering is also reflected in its 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.

Brembo's brake pad offering similarly provides a more complete aftermarket solution, now including dedicated brake hardware while maintaining the company's high-quality standards. Today, 85% of Brembo's aftermarket passenger car pads sold globally are manufactured entirely by Brembo within its dedicated global manufacturing network.

Together, the many innovations on display at AAPEX 2026 supports Brembo's 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.

Beyond its products, AAPEX 2026 marks a new phase in the evolution of the Brembo brand. The company unveils a redesigned exhibition stand building on the visual identity introduced in recent years. More dynamic and immersive, the new space translates Brembo's values, performance, precision, design and trust, into a distinctive and engaging brand experience.

Brembo's presence at AAPEX reinforces the company'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.

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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 approximately 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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