

## BREMBO BECOMES WORLD SUPERBIKE INNOVATION PARTNER

**Bergamo, 19<sup>th</sup> February** – World Superbike and Brembo are pleased to announce a new multi-year collaboration that will see **Brembo become the Innovation Partner** of the Motul FIM Superbike World Championship.

The partnership brings together two icons driven by the same passion for racing and by a shared commitment to excellence within the unique world of production-based motorcycle competition.

As one of the world's leading motorcycle racing series, WorldSBK is pure Motorsport, where road-derived motorcycles are pushed to the limit by the best riders on the planet. In this environment, performance is a decisive factor, influencing lap times, overtaking and consistency. This makes the Championship a uniquely relevant platform for Brembo, whose racing heritage is deeply tied to technological advancement.

**Mauro Piccoli, Brembo Chief Marketing Officer:** *"Racing has always been part of Brembo's identity. Partnering with WorldSBK means strengthening a shared passion for speed, control and excellence. Here, every braking gesture matters and every detail helps shape tomorrow's technologies. We are excited to work alongside WorldSBK to continue inspiring riders and enthusiasts through delivering innovative, best in class solutions."*

**Gregorio Lavilla, WorldSBK Executive Director:** *"WorldSBK represents the closest link between racing and the road. By welcoming Brembo as Innovation Partner, we reinforce the technical relevance of the Championship and underline how developments born in competition continue to shape the future of production motorcycles."*

**Brembo with its braking solutions, together with Öhlins suspensions and Marchesini wheels** - both brand are part of the Group - **will supply more than 80% of the 2026 WorldSBK grid**, confirming its leadership in high-performance motorcycle components.

This partnership goes far beyond a commercial agreement. Brembo and WorldSBK share the same ambition: deliver greater stability, consistency and durability to ensure that the innovations forged in the demanding world of racing ultimately enhance the everyday riding experience for all motorcyclists.

For Brembo, WorldSBK represents a powerful real-world laboratory where extreme competition fuels the next generation technology.

For WorldSBK, welcoming Brembo as Innovation Partner, strengthens its identity as the home of authentic, production-based racing where what happens on track remains directly relevant to riders everywhere.

Brembo's presence will be visible across WorldSBK events from the start of the 2026 season, already during Phillip Island round, including technical activations for fans, aligning the brand closely with the Championship's pure Motorsport positioning.

#### 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, the company has a long-standing reputation for providing innovative solutions for original equipment and aftermarket. Brembo is a key player in the world of racing: for 50 years, it has been the choice of the teams competing in the most demanding Motorsport championships worldwide and it has won more than 1000 titles, including the ones of premium suspensions producer Öhlins, which the Group acquired in 2025. The company also develops braking systems for mountain bike racing.

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 18 countries, 39 production and business sites, 10 R&D centers, 2 Inspiration Labs and with a turnover of € 3,840.6 million in 2024, Brembo is the trusted solution provider for everyone who demands the best driving experience.

[www.brembogroup.com](http://www.brembogroup.com)

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