

BREMBO AT AUTOMECHANIKA ISTANBUL: A COMPLETE AFTERMARKET RANGE COVERING 98% OF THE TURKISH CAR PARC

Bergamo (Italy), 19th May 2026 – At Automechanika Istanbul, Brembo Aftermarket reinforces its commitment to the Turkish market by showcasing one of the most comprehensive braking portfolios in the industry, designed to meet the needs of today's diverse vehicle fleet.

With up to 98% coverage of the Turkish circulating car parc in terms of brake discs and pads, Brembo offers reliable aftermarket solutions for almost all widely used vehicles in Turkey, from compact and mid-size cars to premium models and light commercial vehicles. This extensive coverage enables workshops, distributors and drivers to identify the right Brembo solution for virtually every application on the road.

To address the evolving needs of the aftermarket, Brembo structures its replacement offering into distinct product families, each developed to meet specific customer expectations, vehicle characteristics and usage profiles:

Brembo Essential, the ideal entry point to the Brembo aftermarket, offering reliable replacement solutions backed by Brembo's technical expertise, including brake drums, shoes, hydraulic components and calipers.

Brembo Prime line is developed to offer the best fit for each vehicle, ensure safety and performance across passenger cars, light commercial vehicles, commercial vehicles and motorcycles.

Brembo Beyond represents Brembo's approach to new mobility, with dedicated ranges such as *Beyond Greenance* for reduced particulate emissions and *Beyond EV* for electric and plug-in hybrid vehicles, designed to enhance sustainability, comfort and durability.

Brembo Xtra, designed for drivers of four- and two-wheel vehicles seeking distinctive design and enhanced performance, combining technical content with a strong visual identity.

Brembo Upgrade, the exclusive performance range inspired by motorsport experience, bringing track-derived technologies to road and enthusiast applications, including GT systems, Pista kits and carbon ceramic discs.

Thanks to continuous innovation, deep OE expertise and full control over the production process, Brembo supports the aftermarket with a complete, clearly segmented and easy-to-navigate product portfolio, ensuring safety, reliability and performance across all mobility segments.

In addition to its four-wheel offering, Brembo also provides a dedicated aftermarket range for two-wheel vehicles, further strengthening its position as a global braking solution provider.

With its extensive market coverage and product breadth, Brembo Aftermarket confirms at Automechanika Istanbul its ability to serve the Turkish market with tailored solutions for today's vehicles and those of tomorrow.

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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