

PUT BRAKING FIRST WITH BREMBO PRIME

The best-in-class Brembo Prime family of braking products for cars, LCVs and CVs contains decades of OE know-how to benefit distributors, workshops and road users.

Bergamo (Italy), 14 octobre 2025 – Global leading braking specialist Brembo has highlighted the outstanding quality, performance and convenience of its exclusively engineered collection of Prime braking products for aftermarket customers.

The Brembo Prime family of premium pads, discs, calipers and fluids offers a complete braking solution for every European application – from passenger cars and light commercial vehicles to the rigorous demands of heavy-duty trucks. The range's exceptional parc coverage, (98%) combined with ready availability and fast-moving references, brings strong business potential for distributors. With each Prime component also benefiting from Brembo's world-leading original equipment expertise and exacting standards throughout the production cycle, workshops can also be assured of easy, first-time fit and unbeatable stopping power for their customers on the road.

Brembo's Prime brake discs and pads for passenger cars and LCVs feature every technical advantage to ensure smooth, effective brake control. The OE specification, high-carbon cast iron used for Prime brake discs minimizes vibration and noise as well as maximizing performance, while a patented, internal pillar ventilation system aids cooling and disc resistance. Brembo's market-first, solvent-free UV surface coatings, devised together with car makers, protect the discs against corrosion, with a salt spray test resistance of more than 240 hours. A further range of two-piece Prime discs incorporates lighter-weight materials and designs especially for premium cars, including Composite, Floating, Co-cast, Lightweight and Dual Cast options. For fitters, Prime discs bring the convenience of 98% parc coverage, plus all the required fixing hardware for fast, simple installation.

Brembo has matched its Prime discs with a complete selection of Prime brake pads. By specifying the right, eco-friendly friction materials for each vehicle, every pad delivers longlasting performance, comfort and wear. Careful scorching and directionality of the friction compound prevents fading, with less noise and vibration. Features such as patented damping weights, chamfers, slots and multi-layer piston shims also reduce brake noise. There is even a copper-free Prime Ceramic pad range offering enhanced durability and low dust emissions. For easy servicing and installation, each pad also has an at-a glance wear indicator and comes with a fitting accessory kit.

Adding further business potential to the range are Brembo's Prime calipers for LCVs. Specifically designed by Brembo for the long miles covered by light commercial vehicles, every caliper aids reliable, efficient braking performance. They can also be combined with a Brembo bracket, for complete, safe servicing of the braking system.

Prime brake discs and pads for commercial vehicles present an equally exceptional, all-round solution for even the toughest heavy-duty needs. The supremely durable Prime CV disc range includes not only standard references but also Co-cast and Ring options, whose advanced technologies ensure superior mechanical resistance, better heat dissipation, thermal crack reduction and longer life across thousands of kilometers. Each Ring disc also includes fittings to allow surface maintenance without replacing the entire hub. Matched perfectly with the discs, Brembo's Prime CV pads incorporate 18 different friction materials and 30 different components to meet every heavy-duty demand.

Completing the range, Brembo's Prime brake fluids provide the ultimate braking amplification for all sizes and types of vehicles, as well as protecting important components from corrosion. These highest standard, specially developed fluids guarantee safer braking, alongside low viscosity and a reassuringly high boiling point.

For further details of Brembo's Prime collection, visit www.bremboparts.com.

About Brembo

Brembo leads the world in the design and production of high-performance braking systems and components for topflight manufacturers of cars, motorbikes and commercial vehicles. Founded in 1961 in Italy, the company has a longstanding 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 700 titles. 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.

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