



## **BREMBO INTRODUCES NEW BREMBO UPGRADE PROGRAM**

### ***The exclusive world of Brembo made of performance, style and passion for enthusiasts***

Stezzano (Bergamo), March 11, 2021. A new Brembo UPGRADE program has been launched with a common language and style designed to help enthusiasts make the best choice of brake components and find the best performance solution for their vehicles.

From the track to the street, Brembo is taking on the innovation and design challenge. The outstanding results obtained on the most important race tracks in the world is now transferable as a brake system upgrade for enthusiasts to improve the style, performance and reliability of their vehicles whether they are used on roads or race against time on the track.

Replacing the original equipment brake system with Brembo UPGRADE products takes enthusiasts into an exclusive world that is based on unique details, passion, quality and extreme performance. This program is available to customers worldwide.

The new Brembo UPGRADE program fully embraces the company's new mission to become a Solution Provider, integrating its products and services into value-added solutions that meet the needs of the global market as well as evolving the Italian brand for future generations to rely on.

The three product lines to choose from in the Brembo UPGRADE Auto range are **Sport**, **GT** and **Pista**. These three options guarantee a wide range of solutions that are able to meet the needs of those who want to upgrade their own system for a sportier performance, improved safety or simply to give their own vehicle a unique and personal style.

**SPORT** - the on-ramp to the Brembo UPGRADE world is reliable on the road and superior on the track.

The products in the Brembo Sport range that include discs, pads and brake fluid are ideal for enthusiasts who use their vehicles both for normal road use as well as high performance driving.

**GT** - Tailor-made style and performance for your car. The GT line is the most complete range of upgrade brake systems on the market.

The Brembo Gran Turismo (GT) systems that include calipers, pads, discs, brackets, hoses and hardware, offer excellent braking power day-to-day as well as delivering the braking confidence necessary on track days. The unique design with the added choice of caliper, color and disc, help to make a vehicle unique. These systems offer superlative performance. They are designed and tested specifically for track day enthusiasts and drivers who want maximum performance from their cars.

**Pista** - Over 40 years' experience in racing in one kit. The Pista is designed specifically for the race track that includes racing calipers, discs, brackets, hoses and hardware.



Brembo offers complete racing systems for the most popular track-oriented cars which are dedicated exclusively to the world of motorsport and designed to deliver the best results when used in the most extreme conditions delivering superior braking power, constant repeatable performance, precision, control and resistance to very high temperatures providing the ultimate in driver control.

All Brembo products for track use are the result of constant research and development in collaboration with the winningest teams at the highest level of motorsport worldwide. All these products are designed and produced internally and track tested.

Whether you want to enhance the appearance of your car, want a unique look or want to improve the performance of the brake system, Brembo UPGRADE is the solution.

The full range of Brembo UPGRADE product is available for purchase from our partner Race Technologies [www.racetechologies.com](http://www.racetechologies.com) .

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