



BREMBO UNVEILS SENSIFY™

The new pioneering intelligent braking system from Brembo integrates artificial intelligence to offer a unique driving experience

Stezzano (Bergamo, Italy), October 25, 2021 – Brembo today introduced SENSIFY™, a new pioneering intelligent braking system that integrates the most advanced software based on artificial intelligence with the Company's world-renowned brake components.

SENSIFY™ combines the current Brembo product portfolio of calipers, discs and friction materials with digital technology and artificial intelligence to create a flexible and revolutionary platform that includes software, predictive algorithms and data management to control the brake system digitally.

With SENSIFY™ the braking system is no longer simply a sum of its parts but an ecosystem, where artificial intelligence and software play an active role. Data collection is leveraged to improve the driver experience and allows the system to be constantly updated.

“By introducing SENSIFY™, Brembo is pushing the boundaries of what is possible with a braking system, opening up entirely new opportunities to drivers to improve their experience on the road and customize brake response to their driving style. SENSIFY™ gives drivers the peace of mind they are looking for,” says Daniele Schillaci, Brembo's Chief Executive Officer. *“SENSIFY™ fully embraces our vision - Turning Energy into Inspiration - and it's another significant step forward in providing cutting-edge, innovative, intelligent and sustainable solutions to the automotive industry.”*

SENSIFY™ comes from the merge of two words: SENSE that is a faculty by which a human perceives an external signal, stimulus and SIMPLIFY which means simplicity in installing at best the product in harmony with the vehicle.

Hence, SENSIFY™ constantly delivers the best of two worlds: driving pleasure and total safety. It is intuitive, responsive and smooth; it delivers the driver the expected performance when needed, combined with exceptional control.

SENSIFY™ has evolved naturally from Brembo's heritage and know-how. It combines the design of the best braking components with the integration of a digital brain and sensors that control each wheel independently. The result is more precise car handling, increased performance and confidence: a unique driving experience.

SENSIFY™ is also a more sustainable braking solution. Thanks to the optimized braking action on each wheel combined with the absence of drag between pads and discs, emissions are minimized.

Furthermore SENSIFY™ opens up opportunities in car design, offering great flexibility for car makers and simplifying integration in any electric and internal combustion engine platform – from super sport to city car and, potentially, to the latest commercial vehicles.

SENSIFY™ is expected to be on the market from beginning 2024.

To download more images and video, please log on to: www.mediakit.brembo.com



About Brembo SpA

Brembo SpA is the world leader and acknowledged innovator of brake technology for automotive vehicles. Brembo supplies high performance brake systems for the most important manufacturers of cars, commercial vehicles and motorbikes worldwide, as well as clutches and other components for racing. Brembo is also a leader in the racing sector and has won more than 500 championships. Today the company operates in 15 countries on 3 continents, with 26 production and business sites, and a pool of over 11,000 employees, about 10% of whom are engineers and product specialists active in the R&D. 2020 turnover is € 2,208.6 million (12.31.2020). Brembo is the owner of the Brembo, Breco, AP, Bybre, and Marchesini, SBS Friction brands and operates through the AP Racing brand.

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