



BREMBO “NEW G SESSANTA”: THE NEW BRAKE CALIPER CONCEPT SET TO SHAPE THE FUTURE OF MOBILITY

To celebrate its 60th anniversary, the company has pioneered a solution for new generations, which uses light to take color up to a whole new level

Stezzano (Italy), May 5, 2021 – For its sixtieth anniversary, Brembo is presenting the New G Sessanta, a new concept inspired by the first-ever brake caliper for motorbikes produced by the company, embodying our new vision of the future of mobility.

The core of the concept lies in the revolutionary application of LED technology directly on the body of the caliper. This solution is adaptable to every application and type of caliper, and enhances its form and function: it can be both an interface, communicating directly with the user, and an aesthetic choice, adapting to the user's tastes and preferences. The light takes Brembo's experience in the use of color to a higher level, giving it new values.

The Brembo New G Sessanta is a concept designed to be personalizable, by using wireless technology, when the vehicle is at stop, to control the desired shade of light to express mood, enhance the style of the bike, or adapt it to the surroundings. The use of color and light also has the potential to enable data and information to be sent on the conditions of the vehicle and the caliper itself, or even help localize a parked vehicle by emitting a courtesy light.

A born leader of the innovations that have shaped the history of high-performance braking systems, Brembo has pioneered a new concept in brake calipers that goes beyond the traditional canons of design and technology, to introduce a contemporary dimension that speaks the language of new generations.

The Brembo New G Sessanta concept celebrates the design of the brand's first-ever brake caliper, manufactured in 1972 for motorbikes, and the name of its designer. Remaining true to the iconic lines that were the hallmark of that first model to make history, the concept reinterprets its body with a next-generation framework of dynamic solids and voids, which are still essential in their immediacy and formal consistency.

Just as the first 1972 Brembo caliper set the standard for all the models that followed, the New G Sessanta concept represents Brembo's vision of new features and solutions for brake calipers, building on its strategy to become a trusted solution provider and to continue setting the standard for future generations.

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

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