



## **HISTORICAL GALLERY – THE FIRST STEPS TO PROGRESS**

### **THE 1960s: BREMBO ADVENTURE BEGINS**

Brembo was established in 1961 as a small mechanical workshop by Emilio Bombassei and his brother-in-law, Italo Breda, just a few miles from Bergamo, Italy. During the early years, productivity remained rather generic, with mechanical processing for third parties such as Alfa Romeo and Pirelli, but also for mechanical companies active in other sectors.

The milestone came in 1964 when the idea of manufacturing car brake discs, first for Italy, was born. The production of brake discs was launched with the first pieces for Alfa Romeo. Brembo immediately began the search for improvement and innovation, experimenting with alternative materials and more refined processing.

1961

During the first few months, while the small factory building was under construction, the company's machine tools were kept in a stable. The company was initially named OMdS "Officina Meccanica di Sombreno di Breda e Bombassei," and the name Brembo would be coined about a decade later.

1964

A fortuitous event changed the fate of the company: a truck from England transporting brake discs for Alfa Romeo overturned. At the time, Alfa was one of the very few carmakers, especially in Italy, to fit its models (such as the Giulia 1300) with the new disc brakes.

Fearing that the discs had been damaged in the accident, Alfa Romeo asked Brembo to repair them. Realizing that the English-made products were not so sophisticated after all, Brembo proposed the idea of producing them directly in Italy, and at a more competitive price.

1965

Brembo had a total workforce of 28 employees. The company's small size did not prevent it from exploring a variety of different applications for disc brake technology. From the late 1960s throughout the 1970s, Brembo produced disc brake systems for trams, buses, earth moving machinery and even cable cars, including the Sugarloaf Mountain cable car overlooking Rio de Janeiro in Brazil and the Mont Blanc cable car.

### **KEYWORD**

#### **INNOVATION**

True innovation always moves in the direction of common improvements and benefits, and is almost always generated through teamwork. This is the Brembo philosophy, which has been constantly applied at the highest level throughout the company's history, whose concrete reality embodies the concept of innovation. In 50 years, Brembo innovation has meant a series of changes destined to leave a mark on the evolution of braking systems for two- and four-wheeled vehicles, in terms of structure, materials and design.

## **HISTORICAL GALLERY – CREATIVITY AND PASSION**

### **THE 1970s: HIGH PERFORMANCE**

Beginning in 1972, Brembo invested heavily in growth, production and research. The result of these efforts led to the development of the first disc braking system which would equip the Guzzi V7 Special. The comparison tests demonstrated the performance benefits of the disc brake applied to the bike, and the success of the Guzzi-Brembo duo forced the competition to conform.

In the mid-1970s, the desire to enter the motorsports world, where applications were more demanding compared to normal use, led Brembo to its first partnership with Ferrari, where it supplied discs for the Formula 1 championship, and later with MV Agusta in the World Motorcycle championship. During these years, efforts in competitions and the search for performance would become a distinctive trait of the company.



1970

Brembo registers its first patent: a new mounting system for brake pads which holds the pad against the caliper pistons to prevent contact with the disc after braking.

1972

Brembo designs and produces its first complete brake system (master cylinder, caliper and brake disc) for motorcycles, which is fitted as standard first on Moto Guzzi bikes and then on Laverdas. Brembo quickly became a leader in the market of braking systems for two-wheeled vehicles.

The company now has a workforce of approximately 80 employees and sales reached 800 million Lire.

1975

Ferrari owner Enzo Ferrari calls on Brembo to equip the most iconic car in Formula 1. This was the definitive affirmation of Brembo's technological supremacy and quality. This would mark Brembo's first racing brake system and entry in motorsports.

## **KEYWORD**

### **PERFORMANCE**

Technical improvement, speed and challenges are the requirements for performance. The term "performance" expresses the unfolding of an action and its outcome. Working for the racing sector – with the speed it demands – rewards the spirit of competition. In this sector Brembo is the market leader and, with the subsidiary AP Racing, it supplies 90% of the Formula 1 teams: two companies that compete with each other, but under the same owners.

Brembo's experience in the racing sector has added value to the product, brand and together with innovation, speed - all have contributed to Brembo's success: the speed with which the processes are linked to one another and the speed with which the market changes have been identified and appropriate solutions implemented.

For 40 years, since Brembo's first entry into motorsports with Ferrari in the 1975 Formula 1 World Championship, it has invested heavily in research and development of highly innovative and technological products.

## **HISTORICAL GALLERY – COMFORT AND QUALITY**

### **THE 1980s: PERFORMANCE AND COMFORT**

At the beginning of the 1980s, Brembo focused on the development of products and innovative technological processes, concentrating on the high performance car segment. Brembo decided to manufacture calipers in material which was innovative for that period - aluminum. The automobile customers in this segment demanded comfort along with performance, that is to say, the absence of noise and vibrations during braking. The premium segment of the car market forced Brembo to reflect on the concept of comfort, destined to increasingly direct and influence both design and production in the years to come. In fact, it was during these years that the first dynamic test bench was added to the static ones and Brembo undertook the first comfort tests on its braking systems.

1980

The product range gains a new aluminum automobile brake caliper representing an innovative step forward in terms of both design and material. It was first adopted by Alfa Romeo for the Alfetta GTV, then immediately afterwards by Porsche which, within just a few short years, was equipping its entire range with this caliper.

1981

Gilles Villeneuve wins the Monte Carlo GP with Brembo brake calipers.



1984

Brembo starts producing carbon brake discs for Formula 1. This new material, only used in aerospace applications until the mid-1980s, brings significant improvements in performance and lightness.

1985

Brembo expands into the industrial vehicle disc brake segment and becomes a strategic supplier for Iveco, Renault Industrial Vehicles and Mercedes.

The company has a workforce of 335 employees and sales of 51 billion Lire.

1988

Brembo's global expansion continues with the formation of Brembo North America in California, with four employees focusing on aftermarket disc and drum sales.

1989

Brembo sold its first racing product in American open-wheel racing to Bobby Rahal in the CART Indy Car Championship as well as in NASCAR.

## **KEYWORD**

### **COMFORT**

Ergonomics defines the parameters for measuring comfort in relation to energy saving by the user. Comfort can also be defined as the absence of negative stimuli to facilitate the achievement of objectives, maximum performance with minimum energy expenditure. What does comfort mean in relation to brakes? Comfort means saving: saving pressure on the pedal or lever and noise saving: the objective is silent braking without vibration. The technical ability to make a critical moment like the braking of a vehicle dependable and quiet mirrors Brembo's ongoing commitment to establishing comfortable relations with every stakeholder, based on the trust which only companies that are leaders in their sector can inspire.

## **HISTORICAL GALLERY – TOWARDS A GLOBAL VISION**

### **The 1990s: AN INTERNATIONAL GROUP**

Brembo continued to grow in the 1990s, and in July 1995, it was listed on the Milan Stock Exchange. During this decade Brembo began its international growth which would lay the foundation for internationalization of the markets and production destined to become an important part of company strategy.

Production was launched in Spain, Poland and Mexico, and the search began for new Japanese and American customers which would be added to the European customer base. These were years of radical innovation both from a product point of view, with the single-body, four-piston and four-pad calipers and the first radial motorcycle calipers, as well as from a management point of view.

At the beginning of the 1990s, Brembo began producing brakes for the American automotive market.

1992

Brembo Original Equipment division's first North American customer was Chrysler for the Viper program.

1994

After its initial expansion beyond Italy, with production activities in Spain and Sweden, Brembo acquires a Polish company and begins production at the plant in Czeszochowa, Poland.

1995

Brembo is listed on the Milan Stock Exchange: the workforce now totals 1,115 employees and sales are 331 billion Lire.

1996

Brembo ventures across the Atlantic and begins production in the Mexican Puebla plant, enabling Brembo to distribute its products in the North American market.

Brembo wins for the first time in NASCAR with Bobby Hamilton in the No. 43 Petty Enterprises Pontiac



## **KEYWORD**

### **INTERNATIONALIZATION**

Being a world citizen has always been part of the character of Brembo, which began to produce for foreign customers – above all the leading German carmakers – at a very early stage. In order to follow these foreign customers, Brembo expanded beyond Italy. Nevertheless, it was during the past decade that Brembo launched a more decisive process to transform itself from an Italian firm with foreign branches to one with a true multinational culture. Brembo's presence outside Italy now extends to 16 countries on three different continents.

## **HISTORICAL GALLERY – THE NEW MILLENNIUM**

### **The 2000s: STYLE AND SAFETY**

The new millennium began under the sign of internationalization and growth.

Brembo expanded in Brazil, England, China, Japan, India, the USA and Argentina, while the activity of the group, through acquisitions and partnerships, also extended into motorcycle wheels (Marchesini), complete ranges of pads, shoes, drum brake kits and hydraulic components for brakes and clutches. During these years Brembo undertook production of carbon-ceramic discs: an innovative, complex product, but also very attractive from an aesthetic point of view. The carbon-ceramic braking system won the Golden Compass award in 2004, definitively consecrating the value of design and style as a characterizing element of all the aspects of the company's life.

2000

Brembo opened the sales and technical office in Michigan to serve domestic OE customers.

Brembo started the high-performance kit program.

Brembo acquired Brazil-based company Alfa Real Minas for car brake disc machining and motor flywheel assembly for the OE market.

Brembo acquired the UK-based company AP Racing Limited, specializing in the manufacturing of brake and clutch systems for race cars and bikes, kits for the upgrade aftermarket, and OE brake and clutch systems for high-performance sports cars.

Brembo acquired a 70% stake in Marchesini, a specialist in magnesium wheels for racing motorcycles.

Over the next few years Brembo acquired full control of the company.

Brembo signed an agreement with the Swedish group SKF to develop electromechanical brake-by-wire systems for the high-performance car market, which soon replaced the hydraulic braking systems then in use.

Brembo expanded into China with a joint venture with Yuejin Motor Group to establish Nanjing Yuejin Automotive Brake System, to manufacture braking systems for cars and light trucks.

2001

Brembo opened a sales office in Mooresville, North Carolina, to support NASCAR and North American motorsports

2004

Brembo's carbon ceramic-brake system receives the Golden Compass, the most prestigious design accolade in Europe. This was the first time ever that the prize was awarded to an automotive component.

Brembo and DaimlerChrysler AG (now Fiat Chrysler Automobiles) established a joint venture to develop and manufacture ceramic brake discs and seek innovative materials: Brembo Ceramic Brake Systems S.p.A.

2005

Brembo began supplying Harley Davidson with the 2006 VRSCR-Streetrod platform. Becoming an official supplier of the legendary motorcycle makers reinforced the company's position in the American market.

2006

Brembo's third foundry was officially inaugurated in Dabrowa Gornicza, Poland.



2007

The Brembo research and development center is inaugurated in the futuristic Kilometro Rosso Science and Technology Park. The architecture of the building reflects the fundamental importance that design holds for Brembo, even in the workplace.

Brembo became the Toyota Motor Corporation's official supplier of braking systems for the new Lexus IS-F.

Brembo acquired the Brakes Division of Hayes Lemmerz International, with two production facilities in Michigan and Mexico that manufacture brake discs and drums for the North American passenger car and light truck markets.

2008

Brembo and Magneti Marelli reached an agreement regarding the exclusive distribution of brake discs in Brazil's independent aftermarket.

2010

Brembo inaugurated its new North American headquarters and research and development (R&D) facility in Plymouth, Michigan. This would mark the first R&D center created outside of Italy.

Brembo S.p.A. launched a new brand in India: Bybre, dedicated specifically for the braking systems of motorcycles and scooters under 600 cc. On this occasion, Brembo also launched its first product of the BYBRE range: BYBRE P4.28 caliper, exclusively designed and developed for Bajaj Motorcycles.

Work began on the Brembo plant at Dabrowa, Poland, which expanded the manufacturing facility that opened in 2006, to serve the auto and commercial vehicles market, with the purpose of doubling the production of brake discs.

Ford Motor Company added Brembo to its global Aligned Business Framework (ABF) as a preferred supplier: an event that will see the two companies working together in partnership and increasingly close collaboration.

Brembo invested 35 million euros in the Czech Republic to set up a new production facility for auto brake systems, venturing for the first time into the mid-premium market segment (mid-range and high-end sedans) and collaborating with customers such as Land Rover, BMW, GM and Audi.

The company now has a workforce of 5904 employees and sales of 1075.3 million Euros.

2011

Brembo inaugurated its new production center in Dabrowa Gornicza, Poland, which enabled the group to better serve German, French, British and Italian client's facilities in Central-Eastern Europe.

2012

Brembo inaugurated its new production Center in Nanjing (China), which serves its European customers' plants that produce cars and commercial vehicles in Asia.

Brembo becomes the official brake supplier of the Verizon IndyCar Series

2014

Brembo invests more than \$115 million to expand its North American manufacturing operations in Homer, Michigan

North America becomes the first market for the Group

2015

Brembo breaks ground on Homer, Michigan, for its first cast-iron foundry to be built in North America as well as on Escobedo, for its first aluminum foundry.

Brembo invests 86 million euros for the acquisition of ASIMCO Meilian Braking Systems, a company producing braking discs in the Beijing area.

2016

Brembo finalizes the agreement for the acquisition of ASIMCO Meilian Braking Systems, a manufacturer of braking systems in the Beijing area. The company opens a new plant in Escobedo, Mexico and simultaneously announces the construction of a new cast iron foundry, in the same area.

Brembo announces an investment in Poland to enlarge the plant.



## THE FUTURE

Brembo will continue to invest in innovation because that is the only way to grow and improve.

## KEYWORD

### STYLE

"It weren't a brake, it would be a sculpture worthy of a modern art museum." This is the motivation cited by the international jury that, in 2004, awarded the Golden Compass prize to the braking system with carbon-ceramic disc for street cars. Since 1954 this prize, organized by the Association for Industrial Design, has been the leading distinction for Italian design.

The path of technological and aesthetic research that led to these results goes far back in the history of Brembo. Attention to design arose in the mid-1970s and developed on the basis of a rather simple conviction: a functional product is beautiful by definition.

"My father used to say that anyone can do simple things but only a few can handle difficult ones. We have to do the difficult. This motto is driving Brembo today and will continue to drive Brembo into the future." – Alberto Bombassei, Brembo Group Chairman.

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