

Brembo and SBS Friction work together to develop new, increasingly sustainable products



SBS Friction A/S

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SBS Friction will transition entire range of brake pads by 2024.

SVENDBORG, NOVEMBER 22, 2021 On the occasion of EICMA - International Motorcycle and Accessories Exhibition, Brembo and SBS Friction announce a strategy aimed at reducing the environmental impact of friction materials for two-wheelers.

Thanks to Brembo's many years of experience in the braking systems sector and SBS Friction's strong know-how in the development of brake pads for the motorcycle industry, the two companies have expanded their collaboration, with the aim of developing and using increasingly sustainable processes and materials. This journey will lead to the progressive replacement of the Aftermarket pad range by 2024.

Brembo and SBS Friction continue to be at the forefront of sustainability. Thanks in part to Brembo's experience gained in the four-wheel sector - which has very stringent rules – Brembo and SBS Friction together have decided to accelerate the commitment of both companies to unfold environmentally sustainable innovation in the two-wheel segment.

Brembo and SBS Friction are responding to the need to reduce the impact on our planet by introducing a new standard for Aftermarket motorbike pads and then for Original Equipment.

This path, which began a year ago with the acquisition of SBS Friction by Brembo, is in line with SBS Friction's mission to enable braking excellence for all motorcycle riders and Brembo's mission to become a "solution provider", to answer the new paradigms of sustainable mobility and offer the best possible riding experience.

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About SBS Friction A/S

SBS Friction is the preferred OE and aftermarket supplier of brake pads and friction solutions for motorcycles, scooters, ATV/UTVs, special cars and industrial applications, including wind turbines. Our product portfolio also includes brake discs/rotors, clutch kits, brake shoes, brake shims and more. SBS Friction has as an industry-first, received full approval according to the ECE R90 regulation, providing riders the most reliable quality in terms of design, manufacturing and performance. Furthermore, SBS brake pads are enforced with NUCAP NRS technology, which secures a mechanical and indestructible bonding of the compound. SBS Friction is your reliable brake part supplier when seeking braking excellence. Go Ahead - we have the power to stop you! Visit <https://www.sbsbrakes.com/>

Media kit:

https://bft.sbs.dk/fcC131f8fa76E05bF1dE6bae77fE4Dd43AEE7bcC4bcC3c4cab/GS_Press_Kit.zip

Promotional video: <https://youtu.be/Arugr8VZwPU>

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