



# BETTER BRAKES



*BRAKE FREE WITH GREENER  
BRAKE PADS FROM SBS*



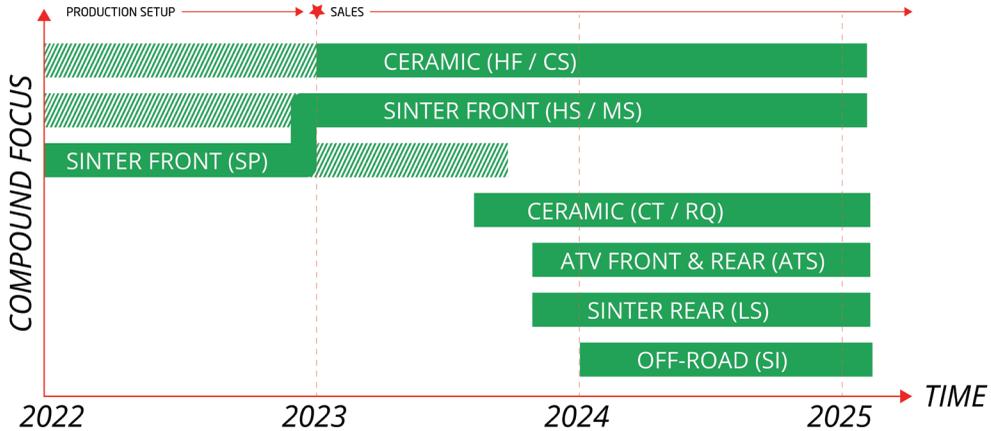
Transition overview of sinter & ceramic  
brake pad range 2022-2025

[www.sbsbrakes.com](http://www.sbsbrakes.com)

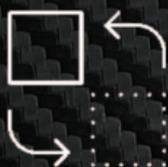
## THE TRANSITION

The transition of products will be made in sections, starting with the ceramic compound and then sinter front, rear and offroad. To gain the most impact, the transition is prioritized in terms of market size and implementation speed.

### TRANSITION TIMELINE Better Brakes



## UNIQUE BRAKING BENEFITS



### REFINED COMPOUND

Brake compounds are 100% Copper- and Nickel-free, and for ceramic compounds also Antimony-free.



### IMPROVED BRAKE PERFORMANCE

A better and more stable brake performance and stopping power.



### NUCAP NRS TECHNOLOGY

Always equipped with the powerful bonding technology that binds the friction material to the backing plate and improves heat resistance.

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Easier product selection

Improved recovery

Improved brake lever feel

Higher heat resistance

Strong initial bite

## THINK RESPONSIBLY, ACT CONCRETELY

Based on the shared Brembo-group philosophy of Think Responsibly, Act Concretely, SBS announced in 2021 a new progressive strategy to transition >95% of brake pad products between 2022-2025.

In essence, the transition means that SBS will be removing certain raw materials from production and replacing these with iron. The raw materials being replaced are:

- Copper
- Nickel (for Sintered brake pads)
- Antimony (for Ceramic brake pads)

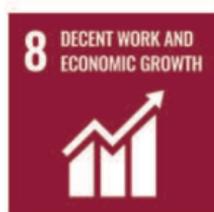


“ As a consumer today, you simply do not have the choice of a more environmentally friendly brake pad. More and more riders seek the greener route so to say, and it is our industrial obligation to provide products with greener features living up to performance expectations of any motorcycle rider. That the riders then – at the same time – are helping our planet, is just an added value to the Better Brakes series.



Thomas Midtgaard-Jørgensen  
Marketing & Product Manager

## THINK RESPONSIBLY, ACT CONCRETELY



With a mission to always enable Braking Excellence for fellow riders, combined with securing a production that is compliant to the UN Global Compact agenda, our product transition has a greater purpose.

Starting from 2022, the SBS manufacturing plant in the coastal city of Svendborg will undergo a significant transformation also. With a goal of obtaining CO<sup>2</sup>-neutral production in 2025, SBS invest heavily in both new improved conductive machinery and utilities to reach the goal.

**Better Brakes, for a better brake experience!**



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[www.sbsbrakes.com](http://www.sbsbrakes.com)