

## **XTRAORDINARY TOUR 2026: A BREMBO FORMAT BECOMING INCREASINGLY INTERNATIONAL**

*Following the success of 2025, the project expands with 40 European stops and the debut of the motorcycle edition*

*Bergamo, 30<sup>th</sup> June 2026* – Following the success of the 2025 edition, Brembo's Xtraordinary Tour returns in 2026 with an even broader and more international format, further strengthening its role as a platform for engagement and connection at a local level. The initiative is designed to bring Brembo closer to its customers through a direct and tangible experience, while creating new opportunities for dialogue and value creation.

This year, the Xtraordinary Tour evolves further by expanding its geographical footprint and introducing new interaction formats, with the aim of delivering an even more immersive and distinctive brand experience at every stop. The third edition dedicated to the four-wheel segment will feature 40 stops across Europe, covering Italy, the United Kingdom, the Czech Republic, Poland, Hungary, Germany, Switzerland and Austria. The tour calendar is even more structured and extensive, ensuring a consistent presence across key European markets and enabling continuous, direct engagement with local customers and partners.

A key new element for 2026 is the debut of the Xtraordinary Tour Moto, extending the concept to the two-wheel segment and marking a further step in the evolution of the project. This new format will include 12 stops across Spain, Italy, France, Switzerland, Germany and the Czech Republic, and will feature a dedicated new set-up, the Cube Box. Designed to deliver a fully immersive and modular experience, the Cube Box can be easily adapted to different environments, ensuring maximum flexibility and strong visual impact, in line with Brembo's focus on innovation and performance.

At each stop, both tour formats offer a comprehensive and engaging experience, combining product discovery with entertainment and networking opportunities. Participants can take part in interactive activities, including photobooths, table football and reflex games; while enjoying dedicated hospitality moments. Exclusive branded gadgets further enhance the experience, contributing to create memorable touchpoints and strengthen the connection with the Brembo brand.

In 2025, the tour reached 12 countries over seven months, engaging more than 3,000 participants, covering nearly 50,000 kilometres and partnering with 50 local stakeholders. The journey spanned Spain, Italy, Germany, Switzerland, Poland, the Netherlands, Sweden, Finland, France, Slovenia, Croatia and the United Kingdom, confirming the value of the format not only as an effective tool for direct engagement with customers and stakeholders, but also as a strategic lever to reinforce brand presence and enhance the visibility of the Brembo ecosystem across different markets.

Through the Xtraordinary Tour, Brembo continues to bring its expertise closer to the market, fostering direct interactions and building authentic, long-term relationships with customers and partners. A dynamic, accessible and engaging format that reflects the Group's innovative approach and its ability to evolve together with its stakeholders, while strengthening its presence in key markets and reinforcing its position as a trusted global solution provider in the mobility sector.

#### About Brembo

Brembo is a global mobility innovation leader developing advanced solutions for vehicles and racing applications. Driven by its purpose, "Shaping a Zero-Accident Future", Brembo combines industrial excellence and digital innovation to make safety, performance and sustainability integral to the driving experience. Through its brands – AP Racing, ByBre, Brembo, J.Juan, Marchesini, Öhlins and SBS Friction – the Group delivers an integrated ecosystem of technologies, including braking systems, dampers, clutches and wheels, as well as AI-enabled software solutions. For more than 50 years, the Brembo Group has been a key player in top-level motorsport, supplying teams competing in the most prestigious championships and contributing to over 1,000 titles won. Founded in 1961 and headquartered in Bergamo, Italy, Brembo is listed on the Milan Stock Exchange since 1995. The Group employs 16,000 people across 18 countries, with 39 production and commercial sites, 10 R&D centers and 2 Brembo Inspiration Labs. In 2025, revenues totaled €3.7 billion.

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