TURNING ENERGY
INTO INSPIRATION

BREMBO TOP INNOVATOR
WITH THE GREENTELL SET
AT THE 2026 INNOVATION AWARDS BY CLEPA

The Original Equipment disc and pad system combines performance, enhanced durability and reduced brake dust emissions.

Bergamo (Italy), November 20, 2026 – Brembo has been awarded by CLEPA, the European Association of Automotive Suppliers, as Top Innovator in the Green category for the GREENTELL set, the original equipment disc and pad system developed to combine performance, greater durability, and reduced dust emissions generated during braking.

The CLEPA Innovation Awards 2026 recognize cutting-edge technologies in the European automotive components sector. They highlight innovations that contribute to the transition towards sustainable and digital mobility, evaluating them based on ambition, market impact, feasibility, and contribution to society.

"Being recognized by CLEPA as a Top Innovator in the Green category confirms the value of the innovation path Brembo has been pursuing for years," said Ignacio Alvarez Troncoso, Chief Research & Development Officer of Brembo. *"The GREENTELL set demonstrates how advanced material research, stablished product expertise, and Industrial technological development can translate into concrete solutions capable of combining performance while reducing environmental impact. It is in this direction that we want to continue innovating, anticipating the needs of ever-evolving mobility."*

Born from the combination of the words "GREEN" and "INTELLIGENCE," the name GREENTELL embodies the principles behind the solution: reducing environmental impact by up to 85%[1] through research and technological innovation applied to the braking system.

A distinctive feature of the GREENTELL set is the nickel-free double-layer disc coating, applied using Laser Metal Deposition (LMD) technology. Combined with specially developed brake pads, the coating significantly increases the disc's wear resistance without compromising performance. The technology can be used on various types of discs, including integral, co-fused, lightweight, and floating.

Compared to an equivalent uncoated cast iron disc, the solution reduces surface wear by up to about 80%[2] and dust emissions generated during braking by about 90%,[3] in line with the attention introduced by Euro 7 regulations on non-exhaust emissions generated by braking systems.

The disc also integrates the Easy Check marking, which includes the Brembo logo and can be customized with the manufacturers. The gradual disappearance of the marking from the braking surface signals when the disc needs to be replaced.

Its versatility makes it suitable for all types of vehicles, from NEVs (New Energy Vehicles) to combustion engines, from premium cars to light commercial vehicles.

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[1] Data verified through a life cycle assessment (LCA) and certified by a third-party organization.

[2] The data are based on test results on Brembo dynamometer benches.

[3] The data are based on the results of Brembo dynamometer tests on WLTP-Brake Cycle emissions (Worldwide Harmonized Light Vehicle Test Procedure).

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 has been 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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