



Dear Partner,

We are glad to share with you this important news.

**Brembo 19RCS CORSA CORTA radial master cylinder has received distinction for high design quality in the Red Dot Award: Product Design 2019**, which the renowned jury only awards to products that feature an outstanding design.

**The 19RCS CORSA CORTA radial master cylinder features a host of innovations, with many of the technical solutions adopted drawn directly from the master cylinders used in MotoGP.** The most significant achievement is that it allows the rider to tailor the "bite point" exactly where they want it, with an easily accessible selector on the top of the master cylinder itself (patent technology). The selector operates a cam mechanism to let the user choose between three different responsiveness settings (Normal, Sport and Race). Moreover it also features the RCS (Ratio Click System) system, that permits to change the distribution of the braking force, without altering the performance of the system in terms of pure power. The innovative adjustment system introduced with this radial master cylinder contributes to a sense of total control over the bike by letting the rider tailor braking performance to suit their riding style. The development of the product also included a design project to create a coherent style for all the components of the master cylinder itself, and as a result, this master cylinder has a distinct, dynamic and sporty look which is perfectly in keeping with the visual identity of the motorcycles.

#### **Design quality is the common factor for award-winning products**

"I would like to congratulate the laureates sincerely on their wonderful success. The fact that their products were able to satisfy the strict criteria of the jury bears testimony to their award-winning design quality. The laureates are thus setting key trends in the design industry and are showing where future directions may lead," said Professor Dr. Peter Zec, founder and CEO of Red Dot, in reference to the winners.

#### **Experience and expertise get straight to the point**

The Red Dot Award: Product Design is one of the world's largest design competitions. In 2019, designers and manufacturers from 55 countries entered more than 5,500 products in the competition. The international jury comprises experienced experts from different disciplines and has been convening for more than 60 years in order to select the year's best designs. During an adjudication process that spans several days, they try out the products, discuss them and ultimately reach a well-founded decision regarding the design quality of the entries. True to the motto "In search of good design and innovation", their assessment focuses on criteria such as the level of innovation, functionality, formal quality, longevity and ergonomics.

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