



UPGRADE 

QR CODE | ANTI-COUNTERFEITING

PRESERVING THE VALUE FOR OUR CUSTOMERS

With the aim to further guarantee the originality of our products, we have developed a control system consisting of a QR code solely attached to the products or boxes coupled to our app:



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CHECK | DOWNLOAD | SCAN

- Check the red and silver Upgrade box:
WHITE background: MOTO, AUTO GT and PISTA KITS
BLACK background: AUTO SPORT
Always be sure the box shows no sign of tampering.
- For MOTO products such as calipers, master-cylinders and discs have their unique QR code applied on the body;
In the AUTO kits you will find each core component: caliper, disc assembly the specific QR code on each;
On the box of the SPORT discs and pads there will be a security seal with void technology complete with QR code.
- The QR code labels are **made with the void technology** so that it will not be possible to detach the QR from the product or from the box as the QR label breaks when people try to detach it.
- Nobody can take a QR label from an original product and put it on a fake one, because the QR label breaks and doesn't work anymore.
- The QR code cannot be copied, because of its alphanumerical structure and the QR code application, each QR code can be registered just once, to stop any possible duplicate (see. slide 12 and 13).
- Download the BREMBO CHECK App
- SCAN the QR code



WELCOME IN THE APP!



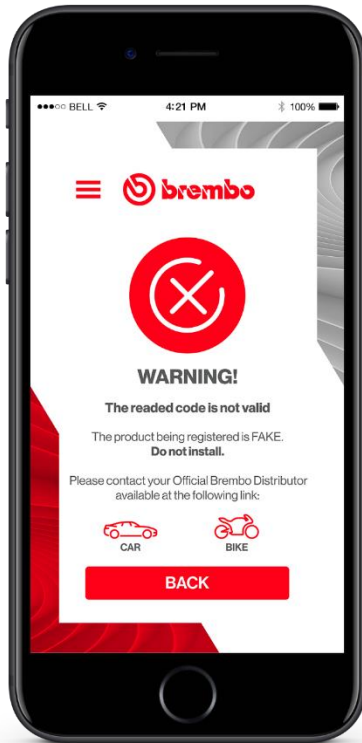
Our APP recognizes all the Brembo anti-counterfeit systems:

If you have a **CARD**, link on the relevant button.

If you've got an **AFTER MARKET Product**, the QR links you to the relevant browser to check the authenticity.



The APP checks if the QR code is available in the database.

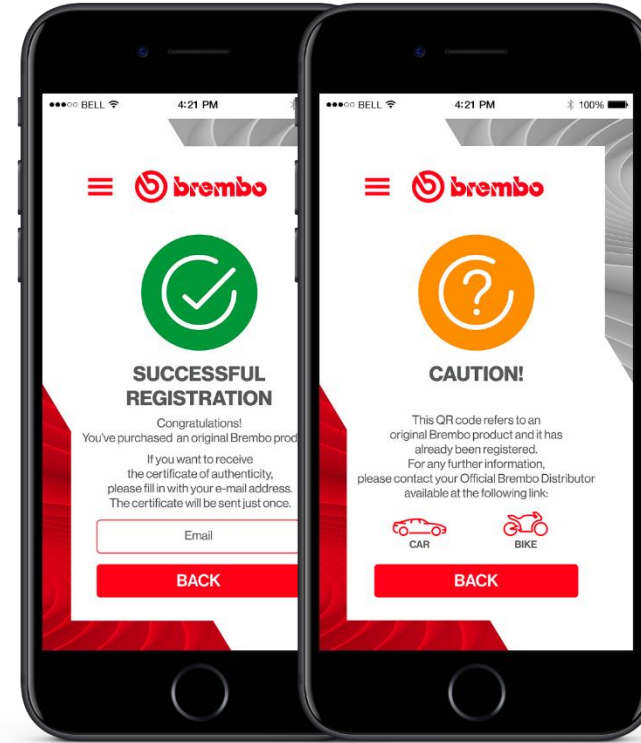


The QR code is not valid!



This happens if the QR code is not a Brembo one.

In case of a fake product, you can contact our Official Distributor.



The QR code is valid!

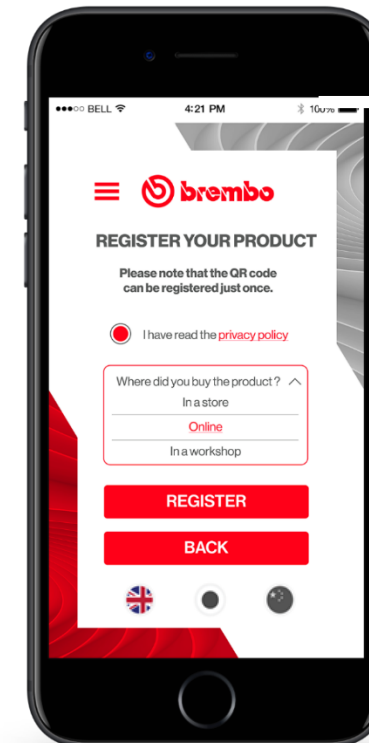
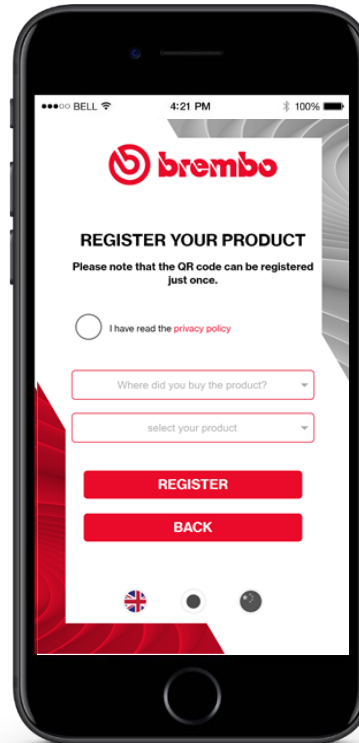
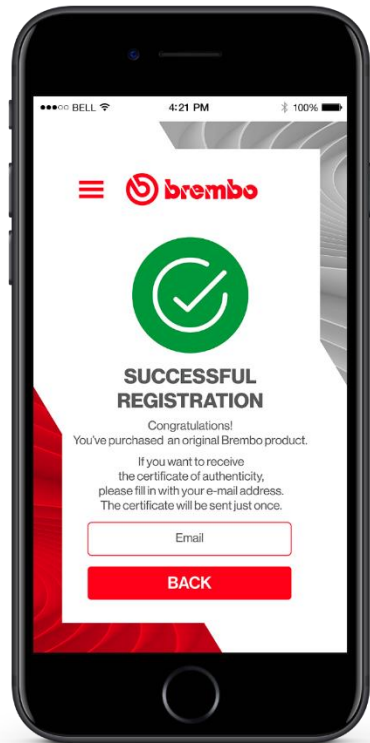


There can be 2 outcomes.

1. Code registered for the first time
2. Code already registered



SUCCESSFUL REGISTRATION, GET YOUR CERTIFICATE!

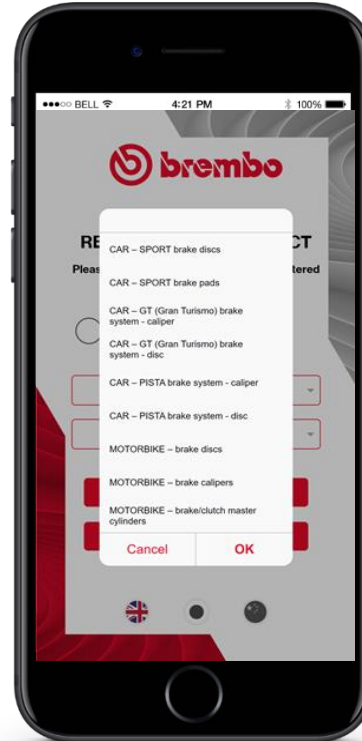
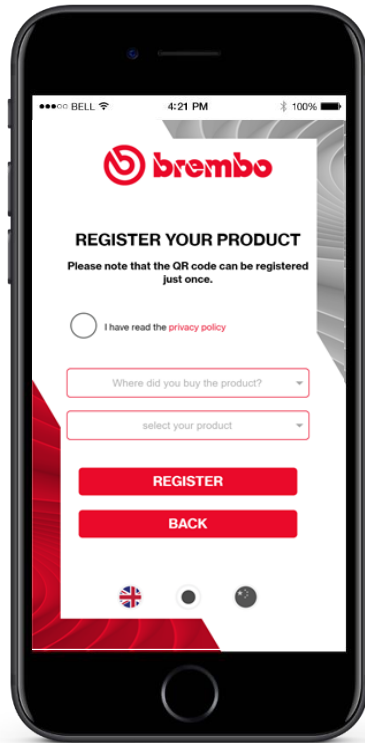


The e-mail is required to register the QR code and receive the relevant certificate of authenticity. Please note that the QR code can be registered just once.

After you enter your e-mail address, it is required to flag the privacy policy information the store location and product type



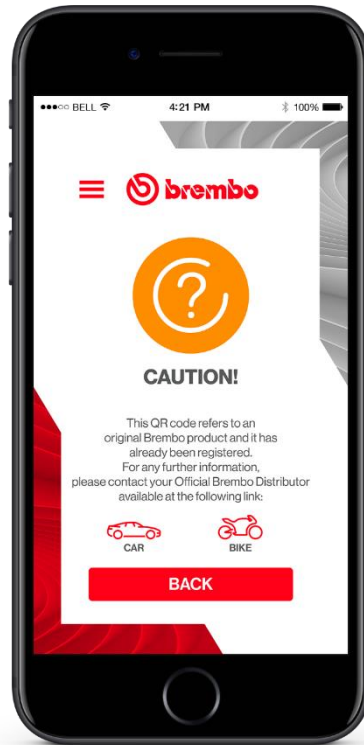
SUCCESSFUL REGISTRATION, GET YOUR CERTIFICATE!



After you flag on the product type, now you can register the QR code.

An e-mail will be sent with the corresponding certificate of Authenticity





The QR code is valid and is present in our database
but **already registered**.

This could happen when end users want to check
again the same QR, end users re-sell the original
product or the QR code has been copied.



TO OUR DISTRIBUTORS, DEALERS AND WORKSHOPS

Please note and inform your sub-dealers: **do not register the QR code before selling the product** otherwise the end users will not receive either the message of «Successful Registration» nor the «Certificate of Authenticity».

If you want to check it, you can scan the QR code, if you get the below responsive page, it is the confirmation that the product is original and you can go back, without proceeding with the registration





UPGRADE 

follow us on



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