

MEDIA RELEASE

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Bendix



Bendix enters Motorcycle Brake Category with motoDNA Partnership

Today Bendix FMP announces its expansion into the motorcycle brake friction market by partnering with Australia's leading motorcycle academy motoDNA.

As Australia's leading brake manufacturer Bendix is no stranger to the two-wheeled category, with Bendix's Asia-Pacific subsidiaries already producing brake pads for the motorcycle market. The upcoming launch of Bendix motorcycle products is scheduled in Australia for a gradual release



over the coming year and will see brake pads for many bike models released.

As part of this program, Bendix will become an official motoDNA Academy Partner, which enables Bendix to align with motoDNA's rider safety training and advocacy programs.

motoDNA has been training riders for over a decade in Australia and has developed its own data driven technology that trains riders with the correct and intuitive techniques based on real world accident data, so they can keep safe and enjoy their ride.

George Kyriakopoulos, General Manager of Bendix said "As Australia's leading brake brand, Bendix has been at the forefront of road user safety. With our tie-up with motoDNA, Bendix is now taking its

stopping expertise to the two-wheeled category. We are excited about this partnership as it blends technology and safety in a package that enables riders to fine-tune their riding skills in a safe, fun way".

Mark McVeigh, CEO of motoDNA, "motoDNA's mission is turning ordinary people into extraordinary motorcycle riders using the latest technology. We are super excited about this partnership as Bendix perfectly align with our values of safety and technology".

Motorcycle riders will gradually see Bendix brake product become available for their bikes in the Australian market and also see an increased presence of the Bendix brand in the two-wheeled scene alongside partner motoDNA.



FOR MORE INFORMATION

Freecall the Bendix Brake Advice Centre on 1800 819 666 (8am-5pm Monday to Friday EST) or +61 3 5327 0211 from overseas. brakeadvicecentre@bendix.com.au bendix.com.au or bendix.co.nz

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*Bendix brake components are appropriate for the purpose intended and if installed by qualified staff, to the vehicle manufacturer's specifications, can be used in logbook servicing.

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