

PRESS RELEASE

**Excellent rally racing debut for the
Wired-Wireless technology of Bell Racing and Zeronoise**

*Double podium in the Italian Rally Championship
on the race debut of the breakthrough communication system*

Ronco Scrivia (Genova, Italy), March 18th, 2024 - The revolutionary Wired-Wireless system designed for rally and rally-raid drivers and co-drivers by Bell Racing and Zeronoise, brands of Racing Force Group, had an extremely successful race debut. Giandomenico Basso and Simone Campedelli, in their first time using the new helmet-intercom technology in competition, finished on the podium of the Rally Il Ciocco and Valle del Serchio that opened the 2024 season of the Italian Rally Championship (Campionato Italiano Assoluto Rally).

Basso (Toyota Gazoo Racing Italy), four-time Italian rally champion and two-time European champion, and Campedelli (Step Five Motorsport), winner of the last two editions of the Trofeo Italiano Rally Asfalto, finished in P2 and P3 together with their respective co-drivers Lorenzo Granai and Tania Canton. The Wired-Wireless system, since the preparatory tests on the eve of the season, impressed them thanks to its sound quality, reliability, and practical benefits in communication inside and outside the car.

Basso and Campedelli will contest the full season of the 2024 Italian Rally Championship with full support from the Racing Force Group brands, with OMP providing racewear and car parts, and Racing Spirit the technical apparel.

The third crew to bring the Wired-Wireless system to its official debut was the one consisting of Damiano De Tommaso and Sofia D'Ambrosio, who decided to utilize it already after a brief test session before the race, immediately noticing its potential.

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Luca Pedersoli, who boasts four titles between the Trofeo Rally Asfalto and the Italian WRC Championship, has instead turned to the Wired-Wireless system to tackle the 2024 campaign of the Italian Rally Trophy (Trofeo Italiano Rally), which will kick off on March 22-23 with the Rally del Lazio, co-driven by Corrado Bonato. An ambassador of the Group's products for more than a decade, Pedersoli was the first tester of the new technology, playing a central role in its development. The multiple test sessions completed allowed for the gathering of data and feedback that were crucial to Bell Racing and Zeronoise engineers, who could tune the system to the needs of the top rally racers.

In the Wired-Wireless system, the Zeronoise electronics are integrated into Bell Racing's top-of-the-line MAG-10 Rally Carbon and HP10 Rally open face helmets, combined with the new Fearless Wireless control unit. The ECU can operate with and without cable, automatically switching to the most efficient mode to manage the driver and co-driver interaction, inside and outside the cockpit. The Fearless Wireless intercom has a touchscreen display that shows all the basic info, such as the battery level, connection status, and audio settings.

The kit allows drivers and co-drivers to continue communicating even outside the cockpit, up to 30 meters, such as at time control or in emergency situations, like car repairs or the replacement of a flat tire. Without the necessity to physically connect the helmets to the control unit, it is possible to save precious time that can be decisive for the final victory in the rally.

Alex Haristos, Chief Operating Officer of Racing Force Group, commented: *"The Wired-Wireless technology race debut represented a culmination point for us, after months of intense development work, but above all a start in making the system the future standard in the rally industry. I would like to thank Luca, Simone, Giandomenico and Damiano, as well as their co-drivers, for the trust placed in us and the tremendous support they have already provided. Being chosen by such experienced and competitive names is the best proof of the system's potential, which adds further strengths to the already known qualities of Bell Racing helmets and Zeronoise electronic devices. It is no coincidence that our package has now caught the attention of other drivers and co-drivers".*

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Giandomenico Basso said: *"The wireless functionality is an added value to a helmet that was already complete by itself. First, this feature makes it very practical because it guarantees for professional communication inside the cockpit, but more than that, it ensures the crew can also interact outside the car, as is typically the case during the tire pressure check procedure. The device also allows absolute freedom of movement, as you are not bound to a cable connection. You get in the car, and you are already connected. This is also a very important aspect in terms of safety, when entering and leaving the car".*

Simone Campedelli said: *"The first race experience with the Wired-Wireless system was a revolution. Not only because the audio was perfect, but above all as without cables there is much more quickness in the various operations. The benefits are many. Being able to continue communicating with my co-driver when she is out of the car, for example while she is working on tire pressures, helps some technical aspects to be better defined. In pre-season testing we simulated a tire change due to a puncture, finding a 10-second gain by not having to unplug and plug the connector back to the helmet. Bell Racing helmets are always comfortable and high quality, and now they have an extra competitive advantage".*

Damiano De Tommaso said: *"We opted to use the Wired-Wireless system already after a brief pre-race test, being convinced of its potential. In the transfers, we had confirmation of the convenience that the absence of cables can offer in all the moments when driver and co-driver must leave the cockpit, even in routine operations such as time control. Being able to continue communicating in wired mode as well, when desired, in any case permits us to manage this revolutionary transition gradually, according to our preferences".*

Luca Pedersoli said: *"The Wired-Wireless system is the game changer all of us in the rally world have been waiting for years. The helmet, combined with the ECU, makes it possible to stay in touch with the co-driver while, for example, checking tire pressures or at time control. Those are moments outside the cockpit where communication was not possible until now. This is a revolution that Bell Racing and Zeronoise are making possible".*

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CONTACTS FOR RACING FORCE

Barabino & Partners

Stefania Bassi
E-mail: s.bassi@barabino.it
mob: +39 335 6282667

Giuseppe Fresa
E-mail: g.fresa@barabino.it
mob: +39 348 5703197

Racing Force

Investor Relations
Roberto Ferroggiaro
E-mail: ir@racingforce.com

Media
Luigi Rossi, Jacopo Rubino
E-mail: media@racingforce.com

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