

## PRESS RELEASE

### **Racing Force Group signs new partnership with American off-road racing leader Jimco Racing**

*The cooperation will boost sales, service and development  
of the Group's products in the United States*

Mooreville (NC, United States), March 20th, 2024 - Racing Force Group, as part of its ambitious expansion plan in the US motorsport market, has signed an extensive partnership agreement with Jimco Racing Incorporated – a 49-year powerhouse in the off-road racing industry with more than 600 wins and 90 championships in the US, Mexico, Australia, South Africa and Europe.

Jimco Racing's facility near San Diego, California, is one of the most technologically advanced in the off-road industry and will host a showroom area dedicated to products from Racing Force Group brands OMP, Bell Racing, Zeronoise and Racing Spirit. The range includes racewear, car parts, helmets, communication systems, and leisure wear.

The site will be an official sales and service center for OMP and Bell Racing products, with Racing Force Group specialists providing technical training to Jimco Racing staff to ensure the highest level of support for teams, drivers and customers. This will also encompass a proprietary body measurement service for the creation and sale of bespoke OMP suits.

The collaboration between Racing Force Group and Jimco Racing will be based on mutual know-how as well the exchange of ideas on research and development activities for off-road racing. On request, Racing Force Group will produce specific parts for Jimco to install on its own off-road vehicles. In return, Jimco will support Racing Force Group in product development projects specific to the off-road market, aiming to further raise the safety and performance standards for teams and drivers.

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Additionally, Jimco will contribute to the development of Zeronoise audio communication devices for the off-road market, based on the revolutionary Wired-Wireless helmet and intercom system that Zeronoise and Bell Racing are introducing to the rally and rally-raid markets.

**Kyle Kietzmann, President & CEO of Racing Force USA**, commented: *"We are pleased to begin a new partnership with Jimco Racing, a major player in off-road competition, with so many achievements around the world, located in the center of off-road racing in the US. Off-road is an expanding branch of motorsport and this deal represents a massive growth opportunity for Racing Force Group, not only in this single discipline, but in the American market as a whole. Furthermore, being able to count on Jimco Racing's expertise and customers' feedback will be a great asset in designing and launching new benchmark products for the discipline and its requirements".*

**Rafael Navarro at Jimco Racing** added: *"We are pleased to begin a new partnership with the Racing Force Group and its iconic brands OMP and Bell Racing. As the off-road category continues to grow, it's important for us to improve the customer experience through enhancements in safety while integrating the latest technology. This is exactly what we want to focus on and the new partnership will help us realize this goal".*

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## Racing Force Group

Racing Force is the leading motorsports safety products group with the most advanced and comprehensive range of protection and performance products used worldwide by top professionals, amateur drivers, race teams and car manufacturers under the brands OMP, Bell Racing Helmets, Zeronoise and Racing Spirit. The group is based on three different continents, with the main headquarters in Ronco Scrivia (Italy), Sakhir (Bahrain), Miami and Mooresville (USA). Product under the Group's brands can be found in all main international championships of car and kart racing. More information about Racing Force Group is available at [www.racingforce.com](http://www.racingforce.com), as well as on [www.ompracing.com](http://www.ompracing.com), [www.bellracing.com](http://www.bellracing.com) and [www.racingspirit.com](http://www.racingspirit.com).

## Jimco Racing Inc.

Jimco Racing Inc is the largest off-road race car builder in the world. From American desert races to Baja racing, the Tatts Finke Desert Race and Dakar Rally, JIMCO has been manufacturing class-leading off-road race vehicles since 1975. As the SCORE Chassis Builder of the Year 25 times, JIMCO engineers and builds the most competitive AWD, 2WD, Spec Trophy Trucks, Class 1, Class 10, Class 12, Class 1/2-1600, Pre-Runners, Pro-Lite, Pro 2 and Rally Raid vehicles for worldwide competition.

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