

PRESS RELEASE

**Racing Spirit is again participating  
at the Genoa International Boat Show**

*The technical apparel brand of Racing Force Group  
strengthens its participation in the boating industry's flagship event*

Ronco Scrivia (Genova, Italy), September 19th, 2024 - Racing Force Group is pleased to announce the participation of its brand Racing Spirit, specialized in technical apparel, at the 64th Genoa International Boat Show taking place on September 19-24, 2024.

For the second consecutive year, Racing Spirit will be present with a dedicated booth - SY09 - located at the Sailing World area. Following the success and interest received during the debut in the 2023 edition, which registered more than 115,000 visitors, the Racing Spirit space has been extended to offer an even more comprehensive display of garments and accessories.

The boating industry's insiders, enthusiasts and excellences will find a unique booth thanks to the motorsport references made possible by the ties with OMP and Bell Racing, famous brands of the Group that is leader in safety equipment for motorsport. The Racing Spirit project was created to transfer the experience gained by OMP in the making of custom equipment for the world's most famous drivers, with the aim of creating a range of garments at the top in terms of style, materials, details, comfort and performance, both in leisure time and professional contexts. Building on these capabilities, Racing Spirit indeed collaborates with teams, major organizations and companies for dedicated garment supplies, enhancing the visual identity of the partners.

Motorsport and boating are environments linked by the pursuit of excellence and continuous technological development, including mutual exchanges of skills and know-how. For this reason, Racing Spirit has found great praise among the crews of prestige boats, as well as with all the

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motorsport organization that have been using the same products to cope with all weather conditions, between racetracks and rallies.

For Racing Spirit, a perfect synthesis of the two industries is the partnership signed this year with Team Brady, the stable owned by NFL legend Tom Brady that is competing in the E1 World Championship, the new world championship for electric powerboats. At race events, the entire staff of Team Brady dons the Racing Spirit apparel with a selection of garments and accessories that are ideal for the aesthetics and functionality required. With pilots Sam Coleman and Emma Kimiläinen also using OMP racewear and Bell Racing helmets, Team Brady is currently at the top of the overall standings with three victories.

Also being launched at the 64th International Boat Show is the preview of Racing Spirit's new global website. Featuring modern, all-screen-optimized design, the [www.racingspirit.com](http://www.racingspirit.com) portal is based on a state-of-the-art infrastructure that showcases the brand's products and activities, also including the opportunity to make online purchases.

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BRANDS OF RACING FORCE GROUP

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## Racing Force Group

Racing Force is a leader in motorsport safety, providing the most advanced and comprehensive range of protection and performance products used worldwide by top professionals, race teams and car manufacturers, as well as amateurs. The Group is present on three continents, with main headquarters in Ronco Scrivia (Italy), Sakhir (Kingdom of Bahrain) and Mooresville (United States). Through its brands OMP, Bell Racing, Zeronoise, and Racing Spirit, Racing Force Group contributes to several victories and titles in car and kart racing each year. More information is available at [www.racingforce.com](http://www.racingforce.com), as well as at [www.ompracing.com](http://www.ompracing.com), [www.bellracing.com](http://www.bellracing.com) and [www.racingspirit.com](http://www.racingspirit.com).

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