



A BRAND OF RACING FORCE



PRESS RELEASE

Bell Racing Helmets part of celebrations for Taylor Swift's concert weekend in Indianapolis

*11 unique helmets designed with Indianapolis Motor Speedway
will be auctioned off for Women in Motorsports North America*

Indianapolis (Indiana, United States), October 25th, 2024 - Bell Racing Helmets, a brand of Racing Force Group, collaborated with Indianapolis Motor Speedway to design eleven unique helmets inspired by singer Taylor Swift's The Eras Tour concerts, which will stop in Indianapolis at Lucas Oil Stadium on November 1, 2, and 3, 2024. The project includes a partnership with the Women in Motorsports North America organization (WIMNA), which aims to support and raise awareness for the professional involvement of women in all disciplines of motorsport.

Each custom Bell Racing helmet, wrapped by local helmet artist Hurricane Designs, features a design dedicated to each era of the world-renowned American singer-songwriter's music career. The Indianapolis Motor Speedway design team, comprised of Lucy Laux, Shae Beechler, Mandy Walsh, Chloe Fisher, Caden Elzy, and Grace Keller were hand-selected to bring these unique creations to life.

The custom helmets will be displayed at downtown Indianapolis hotels from Thursday, October 31, to Monday, November 4. Following the concert weekend, the helmets will be available for auction on the Bell Racing Helmets official page on the Zeffy platform, with proceeds benefiting WIMNA.

Information about prominent female drivers and the auction will be included with each display. A map will be available on the Swift Alert app for Taylor Swift and racing fans alike to check out the special helmets around the city.

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An additional yet-to-be-released helmet, designed to celebrate Taylor's Indy Era, will be given away as part of the on-going WIMNA Sweepstakes. It will be displayed at WIMNA's Women with Drive Summit IV-Driven by Mobil 1 from December 9 through December 11 and at the booth of Racing Force Group, parent company of the Bell Racing Helmets brand, during the Performance Racing Industry Trade Show from December 12 through December 14 in Indianapolis.

For additional information and a link to the official auction page, please visit www.bellracing.com.

Kyle Kietzmann, CEO of Racing Force USA, commented: *"Our brand Bell Racing Helmets is excited to welcome Taylor Swift and The Eras Tour to Indianapolis. We look forward to connecting the city's motorsport heritage with the concert celebrations and educating Taylor Swift fans on women in motorsport, while contributing to Women in Motorsports North America, especially given Bell's rich history of supporting female talent in racing."*

Cindy Sisson, Executive Director of WIMNA, added: *"Women in Motorsports North America is proud to partner with Bell Racing Helmets and the Indianapolis Motor Speedway through their Taylor Swift Eras-inspired helmet display and auction. It is WIMNA's mission to uplift women in motorsport, and we are grateful for the opportunity to do so while celebrating Taylor Swift, an outstanding woman in her industry."*

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Bell Racing Helmets

Bell is the leading supplier of helmets in INDYCAR, NASCAR, Formula 1 and many other forms of racing worldwide, including rally, circuit, and dirt. Founded in 1954, today Bell Racing Helmets is a brand of the Racing Force Group, a world leader in motorsports safety equipment, together with OMP (racewear and car parts), Zeronoise (electronic systems for communication in motorsport) and Racing Spirit (technical and lifestyle apparel). All Bell Racing helmets are engineered and manufactured in a 60,000 square meter manufacturing facility in Sakhir, Bahrain, adjacent to the state-of-the-art Bahrain International Circuit (BIC).

Women in Motorsports North America (WIMNA)

Women in Motorsports North America is a community of professional women and men devoted to enabling opportunities for women across all motorsport disciplines. Founded as a 501c3 in April 2022, WIMNA is quickly establishing its positive impact on motorsports, supporting and creating resources that enable women drivers, technicians, engineers, operations staff, business-related, media, and more to thrive in the industry. Best known for its Women with Drive Summit held each year, WIMNA also provides resources, mentorship, coaching, career connections, and more. Learn more at womeninmotorsportsna.com.

Indianapolis Motor Speedway (IMS)

Indianapolis Motor Speedway, the world's largest spectator sporting facility, has been the worldwide leader in motorsports entertainment since opening in 1909. IMS hosts the Indianapolis 500 presented by Gainbridge – the world's most prestigious auto race. That race is the climax of an exciting Month of May schedule for the NTT INDYCAR SERIES that also includes the Sonio Grand Prix on the IMS road course. NASCAR returns to the famous 2.5-mile oval during Brickyard Weekend, featuring the Brickyard 400 presented by PPG for the NASCAR Cup Series and Pennzoil 250 for the NASCAR Xfinity Series. The IMSA WeatherTech SportsCar Championship also returns to IMS for the TireRack.com Battle on the Bricks. Other events at IMS feature the NOS Energy Drink USAC National Midget Series, Intercontinental GT Challenge Powered by Pirelli and Sportscar Vintage Racing Association. IMS, the NTT INDYCAR SERIES and IMS Productions are owned by Penske Corporation, a global transportation, automotive and motorsports leader. To purchase tickets or for more information, please visit ims.com.

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