



## PRESS RELEASE

### **Racing Force participates with its brands at the 2024 PRI Show in Indianapolis**

*OMP, Bell Racing, Zeronoise and Racing Spirit  
ready to attend the most important motorsport business event*

*Indianapolis (IN, United States), December 9th, 2024* - Racing Force Group is pleased to confirm its attendance with its brands OMP, Bell Racing Helmets, Zeronoise, and Racing Spirit at the 2024 edition of the Performance Racing Industry (PRI) Show to be held in Indianapolis, U.S., December 12-14. The PRI Show is the world's most important event for motorsport-related business, where professionals, racers and other key figures, such as dealers and retailers, will be able to find out about the Group's future strategies and the novelties in the safety equipment range on the launchpad for 2025.

Racing Force Group will be present at 2024 PRI Show at booth 1913, located in the Green Hall area of the Indiana Convention Center, displaying a wide selection of racewear products, helmets, car components, electronic communication devices and technical apparel designed and manufactured by its brands. The PRI Show attracts attendees from more than 50 countries worldwide, in representation of distributors, racing teams, manufacturers, organizers and media.

The 2024 PRI Show, for Racing Force, will also be an opportunity to close the loop on an incredibly successful season in the U.S., as symbolized by the OMP and Bell Racing brands' victory at the Indianapolis 500 with Josef Newgarden, and the NASCAR Cup Series title with Joey Logano. Newgarden and Logano are both Team Penske drivers, who earlier this year entered a historic partnership with OMP for racewear supply. These triumphs brought further publicity to the ambitious expansion plan in the American market put in place by the Group, including the introduction of specific products. The PRI Show will also be a chance to embrace specialists in U.S.-based motorsport disciplines, such as drag racing, stock cars, short track, and off-road.

The city of Indianapolis is considered one of the global capitals of motorsports, thanks to the iconic Indianapolis Motor Speedway, which hosts major events such as the Indy 500, as well as several key players in the industry, including the majority of INDYCAR and NHRA teams. For this reason, Indianapolis is also home to one of Racing Force Group's seven locations around the



world, a strategic asset to ensure to service partners and customers in the area and connect with stakeholders.

**Kyle Kietzmann, President and CEO of Racing Force USA**, commented: *"Each year, in December, the PRI Show becomes the epicenter of motorsports in the U.S. and beyond, representing an important marketing and commercial opportunity for our Group. Our team is ready to welcome industry professionals, drivers, dealers, and retailers to preview the new products from our OMP, Bell Racing, Zeronoise, and Racing Spirit brands, as well as to activate new relationships. In particular, the 2024 edition of the PRI Show will be the best way to wrap up a tremendous year for Racing Force in America, of which our brands' victories in prestigious racing events and series, including the Daytona 500, Indianapolis 500 and the NASCAR Cup Series, are highlights."*



#### **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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