



A BRAND OF RACING FORCE



Bell Racing Helmets and Richard Orlinski join forces to launch an exceptional artistic project

*Blending motorsport and art, the renowned French sculptor
creates works inspired by iconic Bell Racing helmets*

Las Vegas (NV, United States), November 13th, 2024 – Racing Force Group announces the collaboration between its Bell Racing Helmets brand and Richard Orlinski, the world's best selling French contemporary artist, for an ambitious project that will increase the brand's notoriety outside motorsport. The design of the Bell Racing helmets, which helped write the history of racing with countless cutting-edge solutions, will be reinterpreted by the Parisian genius in the "Race Helmet" limited series of sculptures, in the style that has made him famous worldwide.

The complete set of artworks inspired by the Bell Racing helmets, a fusion of high performance and art, is ready to be officially unveiled on the eve of the FORMULA 1 HEINEKEN SILVER LAS VEGAS GRAND PRIX, considered among the most anticipated events in the Formula 1 World Championship season for its unique location. The "Race Helmet" sculptures will be offered in two sizes, 1:1 and 2:1, and in several color variants.

Starting November 14, the collection of sculptures will be displayed in various locations at award-winning Wynn Las Vegas, as well as in Grand Prix Plaza, home of the Las Vegas Grand Prix's Paddock Club. The exhibition will not only celebrate visual art but also philanthropy, as Richard Orlinski donated a unique piece of graffiti-themed TAG "Race Helmet". Made exclusively for the occasion, the charity piece will be auctioned to benefit active-duty and retired military members through the USO. The sculpture will also be on display at Wynn Las Vegas from November 14 to November 20 before being displayed and available to bid on at the Paddock Club. Interested bidders can scan a QR code directing them to the auction site that will be live from November 20 through the end of the race.

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In his path as an artist that began in 2007, Richard Orlinski has been able to create a colourful universe inspired by the wildlife and objects that have characterized his generation. Driven by a desire to make art accessible to the largest possible audience, the French sculptor has since repeatedly managed to break traditional boundaries, pushing the borders further than any other artist of this era, and establishing himself as one of the most influential representatives of Neo Pop-Art. Today, Orlinski counts nearly 10 million followers on social media, 200 galleries worldwide exhibiting his work, and 9 dedicated galleries in exclusive locations around the world.

Bell Racing and Orlinski have already collaborated for the Formula 1 Miami Grand Prix, where driver Esteban Ocon hit the track wearing an HP77 helmet sporting a livery designed by the French artist, which captured the spirit of the Magic City's vibrant pop culture.

Stephane Cohen, Head of Bell Racing Helmets and Co-CEO of Racing Force Group, commented: *"Our Bell Racing helmets are considered pieces of engineering art, but they have also evolved into means of expressing drivers' soul, becoming true collectible items. This exciting collaboration with a genius like Richard Orlinski takes us one step further in elevating the brand's narrative and effectively introduces us into the universe of contemporary art. Bell Racing and Richard Orlinski share the same values, such as the desire to always look forward and become a benchmark in their respective fields through innovation, know-how and passion. It was truly exciting to follow the creative process of the works and to discover step by step how a world-renowned artist was able to reinterpret the essence of our helmets with his unmistakable style, which expresses strength, force and dynamism, exactly what is required for the challenges of motorsport. We also want to warmly thank Wynn Las Vegas and the FORMULA 1 HEINEKEN SILVER LAS VEGAS GRAND PRIX for their incredible support in putting together this exhibition in an exceptional location and setting."*

Richard Orlinski said: *"As a passionate motorsport enthusiast, I have always been fascinated by the combination of speed, technology, and precision that this world embodies. Motorsport represents a constant challenge and a drive to surpass oneself - values that deeply resonate in my artistic approach. This collaboration with Bell Racing Helmets is also a tribute to this dynamic and captivating universe, and I hope to convey this passion to viewers through my works. The*

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design of the helmets has been a source of inspiration to blend the values that define us and have led us together to explore new horizons."

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, as well as at www.ompracing.com, www.bellracing.com and www.racingspirit.com.

Richard Orlinski

Richard Orlinski has been the biggest selling contemporary French artist in the world since 2015. He began his artistic career in 2004 with his first piece, a bright red resin crocodile, which soon became a classic in the sculptor's menagerie. The artist was inspired by pop culture, everyday items and popular subjects. Richard Orlinski soon developed new sculptures, often of animals, which capture freedom, power and passion in his eyes. This resulted in electrifying works of art, pop colours and faceted styles that would take the world by storm. Fuelled by the desire to bring art to the masses by making it more affordable and approachable, Richard Orlinski is fascinated by all forms of expression and his art knows no boundaries. He was made an Officer for the Ordre des Arts et des Lettres by the French Minister of Culture Roselyne Bachelot-Narquin in 2021. Over the years, Richard Orlinski has pushed the boundaries of art further than any other artist of his generation, he has made a name for himself in countless areas and taken his fame to new heights.

FORMULA 1 HEINEKEN SILVER LAS VEGAS GRAND PRIX

Established in 2023, the FORMULA 1 HEINEKEN SILVER LAS VEGAS GRAND PRIX is co-promoted by Formula 1® and Liberty Media Corporation, in collaboration with Clark County. The 50-lap race takes place on a 3.8-mile circuit in the heart of the Las Vegas Strip and sees drivers reach jaw-dropping speeds of over 215 mph (346 kph) as they drive around some of the world's most iconic landmarks, hotels, and casinos. Through the Las Vegas Grand Prix Foundation, Las Vegas Grand Prix, Inc. has donated nearly \$1 million to local organizations and programs across the state and is committed to providing resources that directly address some of the most pressing challenges facing local families and communities. The 2024 race will take place on November 21-23, 2024. For more information, visit www.f1lasvegasp.com.

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