



PRESS RELEASE

OMP and Bell Racing begin the 2025 NASCAR season as defending champions

*The two brands of Racing Force Group extended their presence
to confirm last year's achievements*

Mooresville (NC, United States), February 12th, 2025 - OMP and Bell Racing, brands of Racing Force Group, have boosted their presence on the grid of the NASCAR Cup Series, the most popular stock-car championship in the United States. The renowned Daytona 500, to be held on February 16, will be the first round of the 2025 season to award championship points, with OMP and Bell Racing still alongside title holder Joey Logano, a Team Penske driver along with Ryan Blaney and Austin Cindric.

In 2024, Racing Force cumulatively achieved more than 25 victories in the NASCAR Cup Series, representing through its brands the most successful safety equipment manufacturer overall, confirming its supremacy in performance and safety.

The roster of OMP-equipped drivers from this year also includes Ricky Stenhouse Jr., who already sports a Bell Racing helmet and won the 2023 Daytona 500, as well as Josh Berry of Wood Brothers Racing. OMP racewear will still be used by 2012 champion Brad Keselowski and all the mechanics of the RFK Racing stable, which expanded its lineup with Ryan Preece at the wheel of the #60 car.

Again this season, more than 50 percent of the NASCAR Cup Series drivers will be fitted with Bell Racing helmets, including William Byron, triumphant at last year's Daytona 500, and other race winners such as Chris Buescher, Chase Briscoe, Ross Chastain, Michael McDowell, Tyler Reddick, Daniel Suárez, Martin Truex Jr. and Shane van Gisbergen.

Bell athlete Helio Castroneves will attempt to participate in his first Daytona 500, having been granted a provisional entry due to his status as a world-class driver, as a 4-time Indy 500 winner and 3-time winner of the 24 Hours of Daytona.

Even in the NASCAR support series, the presence of Bell Racing helmets is in double-digit numbers, counting in the NASCAR Xfinity Series the likes of Conor Zilisch, also equipped with



OMP racewear, Jessie Love and Harrison Burton. In the NASCAR Craftsman Truck Series, the pool of Bell athletes includes 2024 champion Ty Majesky, former champions Matt Crafton and Ben Rhodes, besides Rajah Caruth and Toni Breidinger, the first Arab-American woman to compete in a NASCAR national series.

The 2025 NASCAR Cup Series season will span a total of 36 races, with the conclusion scheduled for November 2 in Phoenix, Arizona, where the 2025 title will be awarded at the end of the Playoffs phase.

Kyle Kietzmann, President and CEO of Racing Force USA, commented: *“The NASCAR Cup, Xfinity and Craftsman Truck Series and the stock-car racing segment continue to be one of the pillars of our growth strategy in the United States, with OMP racewear continuing to expand its presence alongside the iconic Bell Racing Helmets brand, the world leader in auto racing helmets. With our head-to-toe range of products, we are set to equip once again several top drivers and teams, including reigning NASCAR Cup Series champion and Team Penske driver Joey Logano, as well as other champions and up and coming drivers ready for the next step in their careers. Our goal is to solidify our position as the top racing safety equipment supplier both on a sporting and commercial level, following an incredibly successful 2024 racing season for our Group in American motorsports.”*



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.

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