



A BRAND OF RACING FORCE



## PRESS RELEASE

### **Racing Spirit launches Senna Legacy limited edition collection**

*The clothing brand of Racing Force Group  
unveils an official line dedicated to the F1 legend*

Ronco Scrivia (Genova, Italy), March 21st, 2025 - Racing Spirit, a brand of Racing Force Group, announces the multi-year licensing agreement signed with Senna Brand and Evolution USA, for the launch of a limited edition lifestyle apparel line dedicated to Formula 1 legend Ayrton Senna that will be marketed from March 2025.

The Racing Spirit brand was established to transfer the Group's passion and experience in motorsport into garments and accessories that are on top of aesthetics, details and materials, wearable in leisure time as well as by the staff of prestigious racing teams and organizations. Building on this philosophy, the Senna Legacy limited edition collection was developed together with Senna Brand to create eye-catching fashion and accessories that celebrate the legend of the three-time world champion.

In Racing Force Group's roots there was already a very special connection with Ayrton Senna, through the historic OMP and Bell Racing brands that equipped the Brazilian driver with racewear and helmets, contributing to all his Formula 1 titles and many victories that have entered history.

All of Racing Spirit's limited edition Senna Legacy garments and accessories will be available for purchase online at the brand's newly revamped global website, [www.racingspirit.com](http://www.racingspirit.com), and at [www.sennashop.com](http://www.sennashop.com).

**Dario Comacchio, Brand Manager of Racing Spirit**, commented: *"Still today, the legend and achievements of Ayrton Senna remain a source of inspiration for the entire motorsport world, of which we are an integral part. For this reason, we are more honored than ever that Racing Spirit has been chosen by Senna Brands and Evolution USA for this collaboration. The limited-edition Senna Legacy line is a project we have been working on with incredible enthusiasm, reinforcing the historic ties that our OMP and Bell Racing brands have forged with Ayrton, supporting him throughout his extraordinary Formula 1 career. Symbolically, the launch of the collection*



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*coincides with Ayrton's birthday, emphasizing even more all that he continues to mean to our Group."*

**Thiago Fernandes, Director of Operations and Business Development of Senna Brands,** added: *"Throughout its history, the Senna brand has partnered with leading global companies to translate Ayrton Senna's personality and legacy into products and experiences. Since the beginning of this collaboration, we have seen Racing Spirit pour great passion into the project - an essential trait of Ayrton Senna himself and a defining element of our brand's DNA today. This new collection features elements that take us back to Senna's unforgettable moments on the track, reinforcing his enduring significance for fans around the world."*



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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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