



BRANDS OF RACING FORCE

PRESS RELEASE

Bell Racing Helmets and OMP join SRO America as Official Partners and Safety Providers

*The brands of Racing Force Group ensure
the highest standards of protection for drivers and series officials*

Mooresville (NC, United States), April 24th, 2025 – Bell Racing Helmets and OMP, brands of Racing Force Group, a global leader in motorsport safety and performance gear, are proud to begin a new partnership with SRO Motorsports America, the US-based branch of the foremost organizer of GT racing championships and events. As part of this collaboration, Bell Racing Helmets and OMP will serve as the official safety providers for SRO America, ensuring the highest standards of protection for drivers and series officials alike.

The prestigious portfolio of SRO Motorsports America currently includes the GT World Challenge America Powered by AWS, GT America Powered by AWS, Pirelli GT4 America, TC America Powered by Skip Barber Racing School, and Toyota GR Cup North America.

With decades of proven history in motorsport innovation of its brands, Racing Force brings its expertise and dedication to SRO America, reinforcing a shared commitment to safety, performance, and style. Bell Racing Helmets continues to provide cutting-edge head protection for pace car crews and hot lap activities, while OMP, a leader in racewear and safety equipment, outfits the series personnel with top-tier gear engineered for maximum safety and comfort. In addition, Racing Spirit, the Group's emerging brand specializing in premium technical apparel, provides SRO America management with a selection of garments that combine style and performance.

The collaboration between the Racing Force Group brands and SRO Motorsports America went into full swing with the season's opening round in Sonoma, California, followed by events at

Italy (Ronco Scrivia, Pisa) - USA (Doral, Indianapolis, Mooresville) - Bahrain (Sakhir) - Belgium (Tubize)
racingforce.com - ompracing.com - bellracing.com - racingspirit.com

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Circuit of The Americas, Sebring International Raceway, Virginia International Raceway, Road America, Barber Motorsports Park, and Indianapolis Motor Speedway.

Kyle Kietzmann, President and CEO of Racing Force USA, commented: *"We are excited to have started this new large-scale partnership with SRO America, a leading player in organizing GT championships. The 2025 season began in spectacular fashion, with many drivers and teams using our brands in competition. We are proud to provide support to SRO America with our OMP and Bell Racing safety equipment, as well as outfit management with premium technical apparel from the emerging Racing Spirit brand. Our goal is to enable all SRO America staff to perform at their best in every situation during race weekends."*

Robbie Montinola, VP Marketing and Business Development of SRO Motorsports America, said: *"Safety is a top priority for us at SRO Motorsports America, and partnering with Racing Force Group reinforces our commitment to providing the best possible protection for our competitors and officials. Bell Racing Helmets and OMP have long been trusted names in motorsport safety, and their expertise ensures that our paddock personnel benefits from the highest standards of innovation and performance. We're thrilled to be working with such an established and prestigious organization."*

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Racing Force Group

With main headquarters in Ronco Scrivia (Italy), Sakhir (Kingdom of Bahrain), and Mooresville (United States), Racing Force Group is the global leader in motorsport safety, innovation, and performance. Through its portfolio of brands - including OMP, Bell Racing, Zeronoise, and Racing Spirit - equips professional drivers, teams, and manufacturers, as well as passionate amateurs, with racewear, helmets, car parts, communication systems, and technical apparel. Racing Force Group is the only company in the motorsport industry to offer such a comprehensive range of products, contributing each year to numerous victories and titles in both car and kart racing. The Group has also diversified through its HPS brand, applying cutting-edge motorsport technologies to the defense sector. More information can be found at www.racingforce.com.

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