

PRESS RELEASE

**Racing Force Group partners with
rally legend Sébastien Loeb**

*The 9-time World Rally Champion chose to race with
Bell Racing helmets and Zeronoise communication systems*

Ronco Scrivia (Genova, Italy), April 20th, 2023 - Racing Force Group is pleased to announce the signing of a multi-year partnership with Sébastien Loeb. Starting this year, the French driver chose to use the Bell Racing helmets and the Zeronoise audio communication systems for all his racing activities.

Sébastien represents a true motorsport icon of our days, being the most successful competitor in the World Rally Championship with nine titles conquered in a row between 2004 and 2012. He currently holds several other WRC records, as 80 event wins.

Racing Force Group will also support Loeb during his new adventure in the FIA World Rallycross Championship, at the wheel of the all-electric Lancia Delta Evo-e RX fielded by Special ONE Racing team. For Sébastien this is a comeback on the World RX scene, where he was in action between 2016 and 2018, securing two race wins. The 2023 campaign will start at Montalegre, Portugal, on 3-4 June, including a total of eight rounds between Europe, South Africa and China, in which Loeb will be fully equipped with Racing Force Group products, as the OMP brand is Special ONE Racing technical partner supplying the racewear.

Loeb kicked off his 2023 racing activities by participating at the Dakar rally, the world's most famous rally raid competition, equaling his best-finish result with the runner-up spot. Officially adopting the Bell Racing helmets equipped by the Zeronoise communication system, the Alsatian ace put on display a stunning charge securing seven stage victories. Six of these came on

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consecutive days, setting a record in the Dakar history. The Dakar rally is part of the FIA World Rally Raid Championship, in which Seb is the current standings leader.

In April, Loeb contested his maiden Azores Rallye, clinching a debut victory. He is also the Extreme E reigning champion, as in December conquered at last gasp the 2022 edition of the innovative electric off-road series, adding another trophy to his resume. During his long career, Loeb proved to be a talented all-around racer, taking part in several circuit races with prototypes, GT and Touring cars. He finished second overall at the 2006 24 Hours of Le Mans and he collected six World Touring Car Championship (WTCC) wins.

Bruno Curletto, Racing Force Group Chief Commercial Officer, commented: *"We are truly proud we have been chosen by a living legend as Sébastien Loeb, considering all his wins and the never-ending passion for racing we share. This new partnership demonstrates the level Bell Racing helmets have reached in recent years thanks to our continuous development, now supplying more than half of the factory drivers and co-drivers in WRC and WRC2. We have already begun to collaborate, taking advantage of Sébastien's precious feedback on our products, and we have been impressed by his recovery drive during the last Dakar rally. We are now thrilled to see Sébastien in action with the Bell Racing helmets and the Zeronoise technology for the new fascinating Special ONE Racing World RX project, where he will use the OMP racewear too".*

Sébastien Loeb, 9-time World Rally Championship winner, added: *"I decided to use Bell Racing helmets from this competition season. Overall, the comfort is very pleasant, and the soundproofing provided by the Zeronoise devices is very good. Waiting to discover the next developments, for the moment all the package suits me perfectly. We also worked on the aesthetic side with a nice result".*

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Racing Force is the leading motorsports safety products group with the most advanced and comprehensive range of protection and performance products used worldwide by top professionals, amateur athletes, race teams and car manufacturers with products sold under brands such as Bell Helmets, OMP, Zeronoise and Racing Spirit. The group is based on 3 different continents: Ronco Scrivia (headquarters) and Pisa in Italy, Sakhir in Bahrain, and Miami in the USA. Today, products under the Group's brands can be found in all world championships of car and kart racing. More information about Racing Force Group is available at www.racingforce.com, as well as on www.ompracing.com, www.bellracing.com and www.racingspirit.com.

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