



A BRAND OF RACING FORCE



PRESS RELEASE

Bell Racing extends its longstanding partnership with Knoxville Raceway

*The Racing Force Group brand remains
Official Helmet of the "Sprint Car Capital of the World"*

Mooreville (NC, United States), August 1st, 2025 - Bell Racing, a brand of Racing Force Group and a leader in motorsport head protection, is proud to announce the extension of its long-standing partnership with Knoxville Raceway in Iowa. Known as the "Sprint Car Capital of the World," Knoxville Raceway is the premier venue for sprint car competition in the United States, and it is ready to host the prestigious 64th edition of the NOS Energy Drink Knoxville Nationals from Wednesday, August 6 to Saturday, August 9, 2025.

Bell Racing continues as the Official Helmet of Knoxville Raceway, providing advanced safety solutions not only to drivers competing in various sprint car categories, but also to track flagmen, safety crew members, and four-wheeler operators working during race events.

From April through September each year, Knoxville Raceway features a packed schedule of weekly races on its iconic semi-banked half-mile dirt oval. The venue regularly welcomes elite series such as the World of Outlaws, 410 Sprints, American Sprint Car Series, and Pro Sprints.

Notably, Knoxville's weekly racing tradition began in 1954, the same year Bell revolutionized motorsport safety with the introduction of the first modern helmet – the "500". This symbolic connection further reinforces the shared heritage between Bell Racing and the legendary Iowa circuit.

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Kyle Kietzmann, President and CEO of Racing Force USA, commented: *"We are proud to continue our partnership with Knoxville Raceway, a landmark of sprint car racing in the United States. This track shares many values with the Bell Racing brand, starting from a deep passion for motorsports and sprint car racing. Our mission remains to deliver the best-in-class head protection, ensuring the safety and performance of drivers and track staff alike through constant research, development, and innovation. This partnership allows us to contribute to the safety of track staff and competitors of every event held at this iconic venue."*

Jason Reed, General Manager of Knoxville Raceway, said: *"We're proud to partner with Bell Racing and deeply appreciate their support at Knoxville Raceway. From our flagmen on the flagstand - Justin and Ethan - to our four-wheeler crew, it's reassuring to know we're all working together to prioritize safety and protect the people who make each race night happen."*

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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 championship 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.

Bell Racing Helmets

Bell is the leading supplier of racing helmets worldwide. Founded in 1954, today Bell Racing Helmets is a brand of the Racing Force Group, a world leader in motorsports safety equipment, together with OMP (racewear and car parts), Zeronoise (electronic systems for communication in motorsport) and Racing Spirit (technical and lifestyle apparel). All Bell Racing helmets are engineered and manufactured in a 60,000 square meter manufacturing facility in Sakhir, Bahrain, adjacent to the state-of-the-art Bahrain International Circuit (BIC).

Knoxville Raceway

For more information about Knoxville Raceway visit KnoxvilleRaceway.com and follow us on Facebook, Instagram, X-Twitter, YouTube and TikTok. For tickets or more information visit knoxvillraceway.com or call 641-842-5431.

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