



A BRAND OF RACING FORCE

COMUNICATO STAMPA

Racing Spirit at the 2025 Genoa International Boat Show with the world premiere of Sail-Art Technology

*The apparel brand of Racing Force Group brings to sailing
the sublimation printing technology used in Formula 1*

Ronco Scrivia (Genova, Italy), September 16th, 2025 - Racing Spirit, the premium technical apparel brand of Racing Force Group, is pleased to confirm its participation in the 65th edition of the Genoa International Boat Show, scheduled for September 18–23, 2025. For the third consecutive year, Racing Spirit will be present at the industry-leading event, this time unveiling a world-first innovation: the Sail-Art technology - a revolutionary innovation in technical sailing apparel, derived from the Group's experience in the pursuit of maximum performance in Formula 1.

Racing Spirit strengthens the well-established exchange of expertise and know-how between motorsport and sailing by introducing a true innovation in the nautical sector: the first technical garments that are both waterproof and breathable - tested to withstand 20,000 mm of water column and 20,000 grams per square meter over 24 hours - made from sublimation-printable fabric.

The sublimation printing system has already been successfully adopted by OMP - another brand of Racing Force Group and a global leader in racing safety equipment - for racewear used by drivers in Formula 1 and other top-tier motorsport championships. The result is maximum stylistic freedom, as showcased during the 2025 Miami Grand Prix, without compromising on performance and comfort. To meet the specific demands of the nautical world, Sail-Art garments have been developed using three-layer stretch fabric, heat-sealed seams, water-repellent zippers, and an additional outer treatment to ensure protection against water and harsh weather conditions.

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Racing Spirit will debut the groundbreaking Sail-Art technology in a new selection of advanced technical garments within its Teamwear line, already trusted by internationally renowned crews. The first examples of the new models will be on display at the PS47 booth - located in the Sailing World area - at the 65th Genoa International Boat Show.

Following the positive feedback from the 2024 edition -attended by over 120,000 visitors - and the brand's continued growth in the market, Racing Spirit has expanded its exhibition space. Both professionals and sailing enthusiasts will have the opportunity to experience the full range of technical clothing and accessories, including the latest special collections from the Fast and Furio Sailing Team and the Ayrton Senna tribute line, honoring the Formula 1 legend. The stand will also feature heritage pieces referencing Racing Force Group's motorsport legacy through its renowned brands OMP and Bell Racing.

Paolo Delprato, Chairman and CEO of Racing Force Group, commented: *"The launch of Sail-Art technology marks a pivotal milestone in the expansion of Racing Spirit into the sailing world. For the first time, we have transferred our Group's expertise in motorsport into products designed specifically for nautical use, setting a new benchmark. Sublimation printing technology allows us to deliver technically advanced garments with complete stylistic freedom, without compromising on performance or comfort - thanks to the meticulous attention we apply to every detail."*

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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.

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