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Societa' : RACING FORCE

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Informazione  
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Diffusione presunta

Oggetto : Racing Force and TRD, U.S.A. Announce a  
Multi-Year Agreement

*Testo del comunicato*

Vedi allegato.

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## PRESS RELEASE

**Racing Force and TRD, U.S.A. Announce a Multi-Year Agreement**

*Mooresville, North Carolina (June 8, 2022)* - Racing Force, a leading group in the motorsport safety product industry, is pleased to announce it has signed a multi-year agreement with TRD (Toyota Racing Development) U.S.A. and the newly announced Toyota GR Cup Series.

Racing Force brands, OMP and Racing Spirit have been named Official Partners of TRD. As part of the agreement, the OMP brand will serve as the Official Technical Wear Partner of TRD, Toyota Driver Development (TD2) and GR Cup, providing racing suits, gloves and shoes to participants and the Official Safety Equipment of GR Cup. The Racing Spirit brand is the Official Team Apparel Partner of TRD and will produce custom apparel for TRD employees to wear at racing events and facility locations in Costa Mesa, CA and Salisbury, NC. Racing Force will provide technical and product support to TRD for its employees and affiliated athletes.

“Racing Force is proud to partner with TRD, providing OMP technical wear and safety equipment to racers supported by TRD and develop Racing Spirit custom team apparel for TRD employees,” said Kyle Kietzmann, Chief Commercial Officer of Racing Force USA, Inc. “TRD and Racing Force share a competitive spirit and passion for working with racers to enhance driver performance through innovation. We look forward to the opportunity to work with TRD to develop apparel, technical wear, and equipment that maximize performance and safety.”

“We are pleased to welcome Racing Force to the TRD family and specifically to the new GR Cup,” said David Wilson, president of TRD. “With the emphasis on safety and innovation in motorsports, Racing Force and TRD are excited to partner together to showcase their vast amount of products across multiple racing disciplines.”

**About Racing Force** Racing Force is the leading Group in the Motorsport Safety Product Industry with the most advanced and complete range of protection and performance products used worldwide by top professionals, amateur athletes, racing teams and car manufacturers from Formula 1 to World Rally Championship, Sportscar, Stockcar, Offroad, Drag Racing, Open Wheel and Karting. Racing Force Group Brands including Bell Helmets, OMP, Zeronoise and Racing Spirit have won more than 60 FIA World Championship titles along with IndyCar®, NASCAR®, NHRA® and Supercars® championships.

**About Toyota** Toyota (NYSE:TM) has been a part of the cultural fabric in North America for more than 60 years, and is committed to advancing sustainable, next-generation mobility through our Toyota and Lexus brands, plus our more than 1,800 dealerships.

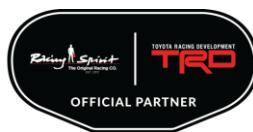
Toyota directly employs more than 48,000 people in North America who have contributed to the design, engineering, and assembly of nearly 43 million cars and trucks at our 13 manufacturing plants. By 2025, Toyota’s 14th plant in North Carolina will begin to manufacture

ITALY (Ronco Scrivia) - USA (Miami, Indianapolis, Mooresville) - Bahrain (Sakhir) - Belgium (Ghislenghien)  
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automotive batteries for electrified vehicles. With more electrified vehicles on the road than any other automaker, more than a quarter of the company's 2021 North American sales were electrified.

Through the Start Your Impossible campaign, Toyota highlights the way it partners with community, civic, academic and governmental organizations to address our society's most pressing mobility challenges. We believe that when people are free to move, anything is possible. For more information about Toyota, visit [www.ToyotaNewsroom.com](http://www.ToyotaNewsroom.com).

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Fine Comunicato n.20233-30

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