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Oggetto : Racing Force Group's brand OMP continues the partnership with Toyota Gazoo Racing World Rally Team

*Testo del comunicato*

Vedi allegato

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## PRESS RELEASE

**Racing Force Group's brand OMP continues the partnership  
with Toyota Gazoo Racing World Rally Team**

*The reigning World Rally Champion team opted again for  
OMP's racewear and seats*

Ronco Scrivia (Genova, Italy), January 23th, 2024 - Racing Force Group is pleased to announce the technical partnership extension with Toyota Gazoo Racing World Rally Team, the reigning World Rally Champion outfit, which will be equipped with products from the OMP brand in the coming seasons as well.

Since 2017, OMP has been supplying Toyota Gazoo Racing World Rally Team with drivers and co-drivers' racewear, mechanics' overalls and the HTE ONE Lite seats, the most winning seats in the WRC's history. In 2023, the squad secured a fourth Manufacturer's title in six years and a fifth consecutive Drivers' title, thanks to eight victories out of 13 rounds.

OMP and Toyota Gazoo Racing WRT are ready to step into their eighth campaign together, as the 2024 FIA World Rally Championship will begin with Rallye Monte-Carlo due to take place on 25-28 January. The OMP logo will be still featured on the front bumper of the GR Yaris Rally1 Hybrid cars.

OMP-equipped Toyota Gazoo Racing WRT drivers will be again current champion Kalle Rovanperä, Elfyn Evans, Takamoto Katsuta and multiple WRC champion Sébastien Ogier, paired with their respective co-drivers Jonne Halttunen, Scott Martin, Vincent Landais and Aaron Johnston. Their racewear products now have an updated design to perfectly match the new all-black livery and visual identity of Toyota Gazoo Racing World Rally Team.

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The collaboration between OMP and Toyota Gazoo Racing WRT now also includes the supply of safety parts for the fleet of new GR Yaris Rally2 cars, which are ready to make their eagerly awaited competitive debut this season.

**Bruno Curletto, Chief Commercial Officer of Racing Force Group**, commented: *"The partnership with the Toyota Gazoo Racing World Rally Team is among those we are most proud of, thanks to the many victories and world titles we conquered together. Over the years, it has been very inspiring to work alongside this team and its drivers and co-drivers to evolve our suits, gloves, boots, underwear, and seats to provide them the highest safety, comfort, and performance levels. Now we want to support Toyota Gazoo Racing World Rally Team in reconfirming at the top of the WRC."*

**Jari-Matti Latvala, Team Principal of Toyota Gazoo Racing World Rally Team**, added: *"Our team has had a fantastic relationship with OMP ever since we started in 2017, and we have enjoyed so much success together in that time. As a driver myself, I know just how important it is to have comfortable and reliable racewear when you're competing in all kinds of conditions like we do in the WRC. I also know from experience just how good the OMP products are, and we are very pleased to rely on them for the future."*

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## Racing Force Group

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 drivers, race teams and car manufacturers under the brands OMP, Bell Racing Helmets, Zeronoise and Racing Spirit. The group is based on three different continents, with the main headquarters in Ronco Scrivia (Italy), Sakhir (Bahrain), Miami and Mooresville (USA). Product under the Group's brands can be found in all main international championships of car and kart racing. More information about Racing Force Group is available at [www.racingforce.com](http://www.racingforce.com), as well as on [www.ompracing.com](http://www.ompracing.com), [www.bellracing.com](http://www.bellracing.com) and [www.racingspirit.com](http://www.racingspirit.com).

## TOYOTA GAZOO Racing World Team

TOYOTA GAZOO Racing World Rally Team (TGR-WRT) is a unique high-performance development and competition-oriented company based in Jyväskylä, Finland. TGR-WRT is a wholly owned subsidiary of the Toyota Motor Corporation and is the home of Toyota's FIA World Rally Championship works team as well as its customer motorsport rally operations. TGR-WRT embodies Toyota's commitment and philosophy of "roads build people, and people build cars" to make ever-better cars through motorsport. By participating in the WRC, Toyota has broadened its knowledge by stepping out of its comfort zone to improve its road cars. True to this philosophy, which has remained unchanged for more than 60 years, we continue to push the limits for better. Since it first entered the WRC in 2017, TGR-WRT has won four world manufacturers' championships and five world drivers' and co-drivers' titles.

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