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Oggetto : OMP will be the Mahindra Racing's Official
Racewear Partner in the ABB FIA Formula E
World Championship

Testo del comunicato

Vedi allegato

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PRESS RELEASE

OMP will be the Mahindra Racing's Official Racewear Partner in the ABB FIA Formula E World Championship

*The brand of Racing Force Group will supply Mahindra Racing's
drivers and mechanics with its advanced racewear products*

Ronco Scrivia (Genova, Italy), July 18th, 2024 - Racing Force Group is pleased to announce the new partnership between its brand OMP and the Mahindra Racing team that competes in the ABB FIA Formula E World Championship. OMP will become the team's Official Racewear Partner, starting from Season 11 of the all-electric series later this year.

Just as Mahindra Racing continues to push the boundaries in the FIA's all-electric series, it is this spirit of innovation and commitment to cutting-edge technologies that has similarly positioned OMP at the top of the motorsports safety industry.

Since forming in 1973, OMP has manufactured products and accessories that raise the safety and, crucially, performance levels of both teams and drivers' equipment, making them the natural choice for a number of the sport's biggest names. OMP is now a pillar brand of Racing Force Group, the world's leader in motorsport safety equipment.

Now, the iconic OMP brand will adorn the racewear of Mahindra's drivers, Nyck de Vries and Edoardo Mortara, as the team continues its push to return to the front of the grid in Formula E and prepares for the upcoming introduction of the series' new GEN3 Evo car.

Providing crucial performance gains in a high-pressure environment, OMP will also supply Mahindra's crew of mechanics with fireproof overalls, enabling them to focus on the fine margins required to excel at the sport's top level, without compromising on safety.

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Bruno Curletto, Chief Commercial Officer of Racing Force Group, commented: *"We are delighted to be partners of Mahindra Racing again. In the previous three seasons spent together, we have already celebrated victories, podiums and pole positions, as well as gathering very useful indications to further evolve our racewear products. Mahindra Racing is making progress in this final part of Season 10, as demonstrated by the year's best result in Portland. Meanwhile, at OMP we are already working to best equip the team for the next ABB FIA Formula E World Championship."*

Frederic Bertrand, CEO and Team Principal of Mahindra Racing, said: *"Success in any motorsport, not just Formula E, is all about fine margins, and taking advantage of any opportunity to gain performance. OMP's track record as a provider of high-quality, safety-focused racewear speaks for itself, and we're very excited to be working with them from Season 11 onwards. Their commitment to excellence in their products will allow our team to push for even greater heights on track."*

Edoardo Mortara, driver of Mahindra Racing, added: *"I'm very excited that Mahindra Racing is forging this new partnership, together with OMP. In terms of their service, and the care and attention-to-detail that goes into their racewear, they are un-matched in my experience. It's a brand I'm very familiar with, both in Formula E and through racing in other championships across my career. Their products always have a consideration for what will help the driver and their performance, so I'm delighted that we'll be working together with them in 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, as well as on www.ompracing.com, www.bellracing.com and www.racingspirit.com.

Mahindra Racing

Mahindra Racing is a founding member of the ABB FIA Formula E World Championship, the world's first all-electric racing series. The team has an impressive record in the championship, winning 5 E-Prix and scoring 11 pole positions and 24 podium finishes over the past decade. Based in a purpose-built facility within the UK's industry-famous "Motorsport Valley", the team is committed to not only pushing the limits of technology and innovation, but also to address the impact of climate change and drive forward a greener automotive future. To this end, Mahindra Racing was also the first team to be awarded the FIA's Three-Star Environmental Accreditation rating, and was the only team in previous years to be certified with a Net Zero Carbon footprint, demonstrating best practice and excellence.

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