

<p>Informazione Regolamentata n. 20233-41-2026</p>	<p>Data/Ora Inizio Diffusione 27 Aprile 2026 07:56:59</p>	<p>Euronext Growth Milan</p>
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Societa' : RACING FORCE

Utenza - referente : RACINGFORCEN04 - -

Tipologia : REGEM

Data/Ora Ricezione : 27 Aprile 2026 07:56:59

Data/Ora Inizio Diffusione : 27 Aprile 2026 07:56:59

Oggetto : The Racing Spirit brand opens shop-in-shop at Porto Cervo Marina

*Testo del comunicato*

Vedi allegato



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## PRESS RELEASE

### **The Racing Spirit brand opens shop-in-shop at Porto Cervo Marina**

*The launch strengthens the premium positioning  
of Racing Force Group's apparel brand in the nautical world*

Ronco Scrivia (Genova, Italia), April 27th, 2026 - Racing Spirit, the premium technical apparel brand of Racing Force Group, is pleased to announce the launch of a brand-new shop-in-shop at Porto Cervo Marina, adjacent to Yacht Club Costa Smeralda in the exclusive Piazza Azzurra. The initiative further confirms Racing Spirit's path of consolidation within the sailing and yachting industry, supported by strong commercial growth demonstrated by a 240% increase in sales over the past two years.

The opening of the new space is the result of a multi-year partnership signed with Velamania Sardinia S.r.L., a company specializing in product sales, advanced services, and consultancy for the marine sector.

Already operational, the shop-in-shop showcases the complete Racing Spirit collection of apparel and accessories in an environment designed to express the brand's identity and origins. Racing Spirit was born from the extensive experience of OMP in developing high-performance equipment for teams and drivers who made motorsport history, including Ayrton Senna and Michael Schumacher. The Porto Cervo space is enriched with exclusive memorabilia that tells this heritage story and embodies a philosophy focused on achieving maximum performance in apparel through innovative and sustainable materials, cutting-edge technical solutions, Italian style, and comfort.

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The opening of the shop-in-shop coincides with the approach of the summer season, a period when Porto Cervo and the Yacht Club Costa Smeralda traditionally host numerous international regattas, offering Racing Spirit an exceptional showcase in front of industry professionals, yacht owners, members, and enthusiasts.

**Francesco Pavani, Corporate Apparel Commercial Director of Racing Force Group**

*“The consolidation journey of Racing Spirit in the nautical world is reflected not only at a commercial level, with sales figures showing strong growth, but also in terms of brand reputation. Our presence at Porto Cervo Marina represents a key milestone in our premium positioning strategy, supporting the brand’s ambition to take on new challenges. We were immediately excited by the project to create this shop-in-shop, given the prospect of collaborating with an established and respected company such as Velamania Sardinia S.r.L.. We now have the opportunity to reach new customers and partners in an ideal location for our objectives, perfectly aligned with our identity and philosophy.”*

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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 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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Numero di Pagine: 5