



PRESS RELEASE



M-Sport heads into a new era with Bell Helmets and Zeronoise (brands of Racing Force Group)

M-Sport Ford World Rally Team will be equipped with Bell helmets and Zeronoise intercommunication systems for the coming seasons.

Cockermouth (UK) / Ronco Scrivia (Italy), 13 January 2022 – Ahead of the 2022 FIA World Rally Championship, **M-Sport Ford World Rally Team** signed a multi-year deal with **Bell Racing Helmets** and **Zeronoise**, brands of **Racing Force Group**. The agreement includes the use of Bell helmets and Zeronoise communication systems by the full WRC season drivers of the M-Sport Ford team.

Making its return to the World Rally Championship in 2021, Bell, **the world's leading manufacturer of state-of-the-art auto racing helmets**, has used two years of research and development with drivers and teams to set new standards of comfort, performance, and audio quality through its Zeronoise intercom brand.

Since forming their new partnership, development work has also started with WRC drivers working alongside M-Sport and using Bell, to help further develop Bell's product range heading into 2022. Bell helmets combine style, comfort, and cutting-edge technology to maximise protection and enhance driver and co-driver performance. Using a high-strength outer shell with a bespoke fitted multi-density inner liner, Bell helmets provide structural integrity while absorbing impacts and maximum comfort for the drivers and co-drivers.

Bell's development and manufacturing base in Bahrain is home to a wide range of rally helmets developed and tested by its brand ambassadors in WRC and WRC2.

Since 1954, Bell Racing Helmets remains committed to working with the world's best race teams and drivers to progress helmet technology, relentlessly delivering innovative helmet solutions that improve driver safety and protection while enhancing performances.

Richard Millener, M-Sport Team Principal, said:

"We're really pleased to be working with Bell and Zeronoise as we head into the 2022 season. Although we have spent the year working very hard on developing the performance of the Puma Hybrid Rally1 ahead of 2022, safety is still our number one priority. I have been personally impressed with the steps Bell takes during its product development to ensure there is no compromise when it comes to driver protection."



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A BRAND OF RACING FORCE

“Bell has welcomed us and our drivers into the product development discussions for the future, with Bell joining us on our most recent Puma Rally1 test, exploring different options and configurations ahead of Rallye Monte Carlo. We have a very important year ahead of us with the Puma Hybrid Rally1, but we’re going into it feeling confident about the safety and comfort of our crews. M-Sport Ford World Rally Team looks forward to working with Bell and Zeronoise over the coming years as it launches its attack on the championship with the all-new Puma Hybrid Rally1”.

Bruno Curletto, Racing Force Motorsport Senior Director, said:

“We are honoured and thrilled by this new partnership with M-Sport Ford World Rally Team, who are very important actors in WRC. M-Sport engineers, drivers and co-drivers are fantastic partners who will considerably widen our technical base and will enable us to continue developing our products to enhance safety and performance in the rallying world.

About M-Sport Ford

Growing in size and stature since originally formed in 1997, M-Sport now operates a flourishing global motorsport business on the stages and circuits of some of the world’s most acclaimed motorsport series. Providing the engineering expertise behind the award-winning range of Ford rally cars as well as the Bentley Continental GT3, M-Sport has quickly become an industry leader – delivering winning performances around the globe. M-Sport was the appointed technical partner for Jaguar’s I-PACE eTROPHY, showcasing the ability of the company to work with all aspects of electric competition vehicles. The vast new state-of-the-art Evaluation Centre, with its own 2.8km FIA grade evaluation circuit is now operational at the Dovenby Hall headquarters. The new facility provides a centre of engineering excellence where motorsport and automotive leaders can follow a project from concept to production - all on the edge of the UNESCO English Lake District National Park.

About Racing Force Group

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 with products sold under brands including Bell Helmets, OMP, Zeronoise and Racing Spirit. Bell Helmets is the world’s leading brand of state-of-the-art head protection designed for professional and amateur drivers competing in the sport of auto racing. The Bell name is synonymous with safety, innovation, performance, and engineering excellence. Bell helmets have been worn and trusted by more champions, in all forms of racing, than any other brand. Further information about Racing Force Group is available at www.racingforce.com and Bell Racing is available at www.bellracing.com.

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