

## **SPARCO AND RALLYLEGEND TOGETHER AGAIN FOR THE 2023 EDITION**

*The Italian company, a world leader in the racing equipment and sportswear sector, will again serve as technical partner to Rallylegend, providing all the material for staff and sales merchandise for the fans during the four-day event in San Marino, set to take place on 12-15 October.*

*Now in its fourth consecutive year, the partnership between Sparco and Rallylegend benefits from an extension of the product range, while new lines are simultaneously added to the Sparco Sportswear and Martini Racing catalogue.*



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Republic of San Marino. For the fourth consecutive year, Sparco and Rallylegend renew a technical partnership that sees the Italian firm once again supporting one of the most important rallying events in Europe.

A union that is solidified and develops in line with the growth of Rallylegend and the market leadership of Sparco that, as of 2023, will dress the Red Bull F1 champions for a three-year period. As well as fire-resistant clothing for drivers Max Verstappen and Sergio 'Checo' Pérez, the Turin-based company will also equip the single-seater with its ultra lightweight belts.

Sparco is synonymous with racing equipment, but that's not all. In the last five years, the firm has significantly expanded its range with new lines of sportswear and merchandising dedicated not only to the drivers, for post-race wear, but to all motorsport fans.

The Sparco-Martini Racing line, which made its debut at Rallylegend 2020, embodies everything that Sparco is today - innovation, design, heritage and passion. The same principles that make up the core philosophy of Rallylegend, a unique event and an expression of the real meaning of motorsport – competition, yes, but also accessibility and the sharing of a passion that sees the big names in rallying come together with the fans.

Thanks to the partnership between Sparco and Rallylegend, there will be an even bigger variety of merchandising on sale to the public, with all the best products from the Sparco sportswear line combined with the colours, design and creativity of Rallylegend, to meet the needs of all those wanting a keepsake of their time at the event.

Niccolò Bellazzini – Sparco Brand Manager: “It is with great pleasure that we support the wonderful, passionate and unique event that is Rallylegend for a fourth consecutive year. Three years ago, at the height of the pandemic, we decided, with a degree of recklessness, to support this four-day San Marino event that shares the same values and passion for motorsport and rallying, both historic and modern, as Sparco. Today we can only be proud of what we have built together with Rallylegend, starting with the success of the Sparco Martini Racing collection that expresses its full potential during this event.”

Vito Piarulli – Rallylegend General Manager: “Right from the start, the partnership between Sparco and Rallylegend brought added value to the San Marino event, but it has also been of real interest to Sparco. The prestigious brand immediately embraced the Rallylegend philosophy, creating and supporting various high-impact initiatives inside Rallylegend Village, but particularly with a collection like Sparco Martini Racing, so iconic and highly appreciated. There will be more new proposals and initiatives from Sparco and Rallylegend at the 2023 edition, all of which will be welcomed by our audience, I think.”



RALLYLEGEND

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