



Holley

PERFORMANCE BRANDS

Holley Performance Brands to Showcase Safety and Racing Innovations at PRI 2024

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New products from iconic brands like Stilo and HANS underscore company's motorsports safety leadership

BOWLING GREEN, Ky.--(BUSINESS WIRE)-- [Holley Performance Brands](#) (NYSE: HLLY), a leader in automotive aftermarket performance solutions, today announced its return to the Performance Racing Industry (PRI) 2024 tradeshow, where it will showcase cutting-edge products from its iconic safety and racing brands, including [Stilo](#), [Simpson](#), [HANS](#), [RaceQuip](#), Holley EFI and MSD.

Image of Stilo helmet

Pictured: The Stilo ST6 helmet, featuring enhanced comfort, superior performance and unmatched protection (Photo: Business Wire)

"From pavement to dirt, we're engaging a passionate base of enthusiasts with world-class solutions that bring performance, safety, fun and excitement to motorsports racing," said Matthew Stevenson, President and Chief Executive Officer, Holley Performance Brands. "We are proud to have the strongest Safety & Racing portfolio in the industry, and PRI is the ideal stage to show how our innovative products are moving our industry forward and empowering racers to confidently and safely take the wheel."

Featured Safety Innovations at PRI 2024

Holley Performance Brands will showcase products from across its Safety & Racing consumer vertical grouping, including the debut of two new standout solutions designed to set new benchmarks in motorsports safety.

The Stilo ST6 helmet incorporates new breakthrough innovations from one of the most respected brands in the industry. The helmet is designed to meet the real-world demands of motorsports at the highest level with:

- **New composite technology** – Manufactured utilizing a new composite layup, the ST6 composite is one of the lightest composite helmets on the market.
- **Puro technology** – By utilizing different blends of carbon fiber and layup techniques, Stilo sets the benchmark in the industry with our "zero" helmet line as the lightest helmet on the market.
- **Enhanced interior padding and improved ventilation** – Featuring new fabrics and channels, the ST6 is the new standard in comfort.
- **Advanced communications technology** – Stilo offers a wide range of communication kits and adapters, allowing crystal clear communication in any environment.
- **Meets or exceeds all safety standards** across the globe.

The HANS IV device is the latest iteration of the brand's revered head and neck restraints. Building on the legacy of the HANS III, the HANS IV is specially designed to reach a wider range of racing enthusiasts, including customers looking to make their first purchase from the renowned HANS brand. The HANS IV features:

- **Lighter, more ergonomic design** for improved comfort, functionality and extended wear
- **Advanced protection** utilizing a specialty blend of composite materials, compatible with both legacy Hans posts and other tethers
- **Accepted in all racing series**

"These new innovations demonstrate how our leading brands are helping drivers push the limits of exhilaration with unparalleled protection, confidence and style," said Jordon Musser, Senior Vice President, Safety and Electronics, Holley Performance Brands. "Products like the Stilo ST6 and HANS IV meet the evolving needs of motorsports enthusiasts, make high performance safety more accessible for more enthusiasts and underscore our goal to be the undisputed global leader in automotive performance solutions."

In addition to its safety portfolio, Holley Performance Brands will also showcase its top racing brands and performance products, including Holley EFI® fuel injection systems, Holley® carburetors and fuel systems, MSD® ignitions, RacePak® data acquisition systems, Earl's®, NOS® nitrous oxide systems and more.

Connect with Holley Performance Brands at PRI 2024

As the world's largest gathering of motorsports professionals, PRI has been the premier show for manufacturers, retailers, race teams and media since 1988. This year's show will take place from December 12-14 at the Indiana Convention Center and Lucas Oil Stadium in Indianapolis.

Attendees can connect with Holley Performance Brands at the following booth grouping:

- **Holley Performance Brands** : Green Hall, Booth #1229
- **Stilo** : Green Hall, Booth #1225
- **Simpson, HANS, RaceQuip** : Green Hall, Booth #1313

For more information on PRI 2024, click [here](#).

For more Holley Performance Brands company news, click [here](#).

Certain statements in this press release may be considered "forward-looking statements" within the meaning of the "safe harbor" provisions of the United States Private Securities Litigation Reform Act of 1995. Such forward-looking statements are subject to risks, uncertainties, and other important factors which could cause actual results to differ materially from those expressed or implied by such forward-looking statements, including but not limited to Holley's ability to (1) successfully design, develop, and market new products, (2) maintain and strengthen demand for our products and brands, (3) attract new customers in a cost-effective manner, (4) expand into additional consumer markets, and (5) and the other risks and uncertainties set forth in the Annual Report on Form 10-K for the year ended December 31, 2023 filed with the U.S. Securities and Exchange Commission ("SEC") on March 14, 2024, and in any subsequent filings with the SEC.

About Holley Performance Brands

Holley Performance Brands (NYSE: HLLY) leads in the design, manufacturing and marketing of high-performance products for automotive enthusiasts. The company owns and manages a portfolio of iconic brands, catering to a diverse community of enthusiasts passionate about the customization and performance of their vehicles. Holley Performance Brands distinguishes itself through a strategic focus on four consumer vertical groupings, including Domestic Muscle, Modern Truck & Off-Road, Euro & Import, and Safety & Racing, ensuring a wide-ranging impact across the automotive aftermarket industry. Renowned for its innovative approach and strategic acquisitions, Holley Performance Brands is committed to enhancing the enthusiast experience and driving growth through innovation. For more information on Holley Performance Brands and its dedication to automotive excellence, visit <https://www.holley.com>.

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