



Stilo Celebrates 25 Years of Safety and Racing Excellence

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Iconic brand's milestone anniversary highlighted by new global headquarters and continued focus on innovation and safety

BOWLING GREEN, Ky.--(BUSINESS WIRE)-- [Stilo](#), part of the [Holley Performance Brands](#) portfolio (NYSE: HLLY), recently marked its 25th anniversary with a special celebration at its newly expanded global headquarters in Bergamo, Italy. Themed "Forever, Ahead," Stilo dealers from around the world attended the two-day event to celebrate the brand's rich legacy and bright future of exceptional safety, quality and performance in racing.



Stilo, an iconic Holley brand, celebrates 25 years of safety and racing excellence at Bergamo, Italy headquarters (Photo: Business Wire)

"Safety and racing continue to be strategic growth drivers for our company, and iconic international brands like Stilo are critical to our vision to be the undisputed global leader in automotive performance solutions," said Matthew Stevenson, President & Chief Executive Officer, Holley Performance Brands. "This expanded, state-of-the-art facility in Bergamo is an important chapter in the Stilo brand's history and strengthens our position as we seek to further engage with professional racers, expand dealer relationships, and serve a broader audience of enthusiasts worldwide."

Trusted by professional drivers across various elite motorsport disciplines including Formula 1[®] and FIAs World Rally Championship (WRC), Stilo helmets and accessories are engineered to push the boundaries of innovation and set new standards for racing

performance. Racing, and its related safety products, is one of the fastest growing sectors in the automotive aftermarket. Holley sees an opportunity to continue to build on its leadership position in this category and deliver sustained growth through continued investment in the Stilo brand.

Future Forward Facility

Stilo officially unveiled its expanded headquarters as part of the "Forever, Ahead" event, giving dealers a firsthand look at the facility where its prestigious helmets are designed and manufactured. Spanning more than 50,000 square feet, the new facility features increased production capacity and now features a fully integrated carbon manufacturing facility under one roof. Carbon is used in the design of Stilo's high-end carbon fiber helmets that deliver superior strength and lightweight performance.

Forever, Ahead

At the anniversary event, Stilo and Holley Performance Brands leaders previewed several upcoming product releases, including the latest iterations of the Stilo ST and Venti helmets along with the new Hans IV head and neck restraint system. Both products are set to officially debut this December at the [Performance Racing Industry \(PRI\) show](#) in Indianapolis. The upcoming launch of these products represents the next generation of motorsports safety and performance and serves as a fitting cap for an exciting anniversary year for the Stilo brand.

"On the track, every detail matters – everything from your helmet ventilation, style, field of vision, comfort and, most importantly, safety," said Jordon Musser, Senior Vice President, Safety and Electronics, Holley Performance Brands. "Stilo sets the standard

for quality and innovation in motorsport safety. As we look to the brand's next 25 years, we are focused on continuing to bring performance, safety, fun and excitement to auto racing enthusiasts everywhere.”

For more information about Stilo, click [here](#).

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

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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