

## PININFARINA AND ROUX HELMETS UNVEIL STRIKING NEW LINE OF RACING HELMETS

The legendary Italian design house and the leading helmet manufacturer join forces for an exclusive collection of racing helmets, designed meticulously for both close cockpit (GT) and open cockpit racing, and suitable for competitions from Formula 4 to Formula 1.

Miami, FL, July 17, 2023 - In a historic partnership merging the worlds of design and motorsports, legendary Italian design house Pininfarina and leading helmet manufacturer Roux Helmets are thrilled to announce the launch of a **stunning new line of helmets**.

Built on the **promise of superior safety, exclusive**

**design, and unparalleled comfort**, this collaboration harmoniously intertwines Pininfarina's unparalleled design prowess with Roux's time-tested commitment to protective gear for motorsports.

The new line of helmets represents a ground-breaking achievement for both organizations. Leveraging Pininfarina's pedigree of designing iconic automobiles for Ferrari, Maserati, and Alfa Romeo, the designs exude sleekness and sophistication, while preserving the highest level of safety standards.

"This project represents for Pininfarina a step forward ▶



in our strategy to design a full experience. From our automotive heritage to all the design products that can benefit from it, pushed by the same, deep, passion” said **Paolo Trevisan, VP Design of Pininfarina of America**. “For this reason, Roux is a perfect partner for us, since it shares our same authentic passion for the motorsport..

“Our partnership with Roux Helmets is a celebration of our shared values of quality, and innovation,” commented **Francisco Barboza, Senior Design Manager of Pininfarina of America**. “We have channeled our design experience to engineer a helmet that is not only aesthetically appealing but also provides the ultimate safety to the drivers.”

“We’re incredibly proud to join forces with Pininfarina, a name synonymous with design excellence in the automotive world,” said **Juan Carlos Leroux, CEO of Roux Helmets**. “Together, we’ve created a product that promises to elevate driver safety, comfort, and style on the racetrack.”

**Roux by Pininfarina** is an **exclusive collection of racing helmets**, designed meticulously for **both close cockpit (GT) and open cockpit racing**, and suitable for competitions from Formula 4 to Formula 1. The helmets are fully approved by FIA 8859/Snell SA2020, guaranteeing the highest standard in safety and performance.

The GT helmets are specifically engineered with a priority on temperature control, equipped with both a built-in air port and Roux’s signature COOL-X integrated water-cooling system. This cutting-edge COOL-X TECHNOLOGY recirculates water from a CoolShirt cooler, keeping a steady flow of perfectly maintained chilled water to minimize heat stress. This groundbreaking feature enables you to stay

focused on the wearer’s race, promoting optimal performance under intense conditions.



Another distinctive feature of our helmets is Roux’s proprietary release system, which facilitates quick removal in emergency situations. This innovative functionality ensures an additional layer of safety for racers.

Furthermore, Roux by Pininfarina helmets boast a first-of-its-kind visor system, offering an expanded field of view. This pioneering feature enhances visual clarity, facilitating sharper focus and quicker reactions on the track. The interior of the helmet is equally remarkable, designed with a focus on maximizing comfort for the wearer.

The helmets are available in a line up differentiated for materials used and type of race and will be released in select stores and online platforms from September 2023. ▴



## ABOUT PININFARINA

Global icon of Italian style, PININFARINA is recognized for its unparalleled ability to create timeless beauty through its values of elegance, purity, and innovation. Founded in 1930, Pininfarina has evolved from an artisan concern to an international service Group, supreme expression of automotive styling and an established reality in industrial and experience design, architecture, nautical and mobility beyond automotive. A group employing 500 people, offices in Italy, Germany, China, and the United States and listed on

the Stock Exchange since 1986. Over the course of nine decades Pininfarina has designed more than 1,300 automotive and mobility projects and more than 650 product and architecture projects, receiving more than 70 international design awards in past 10 years. In 2021 and 2022, Pininfarina of America's design studio was certified among the top Great Place to Work in the United States, where it counts offices in Miami and New York City.

## ABOUT ROUX HELMETS

Roux Helmets is a top-tier manufacturer of racing helmets and safety equipment. With a strong commitment to safety and innovation, Roux Helmets strives to provide motor racing enthusiasts with

premium quality gear that combines safety, comfort, and style.

For more information, visit [www.rouxhelmets.com](http://www.rouxhelmets.com)

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