

# DAINESE



## DAINESE RETURNS AS OFFICIAL MOTORCYCLE SAFETY AND RACE APPAREL OF AMERICAN FLAT TRACK

**DAYTONA BEACH, Fla. (March 12, 2018) - Dainese USA Inc. (Dainese & AGV), today announced its renewed strategic partnership with American Flat Track (AFT), returning as the series' Official Motorcycle Safety and Race Apparel for the 2018 season.**

As the world leaders in motorcycle protection, **Dainese & AGV** are known for stylish, innovative and high-quality products trusted by two-wheeled motorsport icons like Valentino Rossi.

Returning after a successful 2017 American Flat Track series - and once again partnering with the Indian Factory Racers Brad Baker and Bryan Smith - Dainese will continue to research and develop different technologies into the unique battleground presented by AFT, including further developing its breakthrough D-Air® wearable airbag system. In 2017, Dainese-equipped riders won 14 of 18 races and secured the top three spots in the AFT Twins championship.

*"We are proud to enter our second year of a partnership with American Flat Track series," said **Roberto Sadowsky, Executive Vice President of Dainese USA Inc.** "As the series grows we plan to grow with it and continue to develop technologies that cater to flat track racers."*

American Flat Track Champions **Brad "The Bullet" Baker** and **Bryan Smith** are Dainese's official 2018 AFT series riders. Both will be key players in helping the Dainese team further develop safety solutions that help protect flat trackers.

*"Dainese is the world leader in safety and technology solutions for motorcyclists of every type," said **Michael Lock, CEO of American Flat Track**, "and we are delighted to be partnering with them as American Flat Track experiences rapid growth. Our AFT athletes race under unique and challenging conditions, and Dainese's expert input will help deliver superior safety solutions for the future."*

**American Flat Track** will kick off its 2018 season with the Bigger, Better, and Faster Harley-Davidson TT presented by Russ Brown Motorcycle Attorneys at DAYTONA under the lights inside the fabled trioval at Daytona International Speedway on **Thursday, March 15, 2018**. Tickets start at just \$30 and are available for purchase now at [DaytonaInternationalSpeedway.com](http://DaytonaInternationalSpeedway.com) or by calling 1-800-PITSHOP.

All contents are available at: [www.media.dainese.com](http://www.media.dainese.com)

### DAINESE GROUP - MISSION SAFETY

Founded in 1972 by Lino Dainese, true to its mission of advocating and delivering safety in dynamic sports, the Company designs advanced protective head-to-toe gear for motorcycling, winter sports, cycling, horse riding and sailing. In 2007 Dainese acquired the iconic premium sport helmet manufacturer AGV, established in 1947. The new Dainese Settantadue brand, established in 2017, reinterprets the design of historic garments that are a part of the stylistic heritage of the Group, with a contemporary twist. Dainese and AGV products represent the technology frontier in the field of protection for dynamic sports and are used by the world's top athletes including Valentino Rossi and Emirates Team New Zealand.

### AMERICAN FLAT TRACK

American Flat Track is the world's premier dirt track motorcycle racing series and one of the longest-running championships in the history of motorsports. Sanctioned by AMA Pro Racing in Daytona Beach, Fla., the series is highly regarded as the most competitive form of dirt track motorcycle racing on the globe. For more information on American Flat Track, please visit <http://www.americanflattrack.com>, like us on [Facebook](#), follow us on [Twitter](#), check us out on [Instagram](#), live stream the events at [FansChoice.tv](http://FansChoice.tv) and catch all the American Flat Track racing action on [NBCSN](#).

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