



7th February 2024

PIQUADRO BECOMES OFFICIAL LUGGAGE PARTNER OF THE VISA CASH APP RB FORMULA ONE TEAM



As the engines begin to warm up in view of the imminent start of the 2024 Formula 1 World Championship, Piquadro and Visa Cash App RB Formula One Team announce a new partnership agreement that will see Piquadro as the team's Official Luggage Partner.

Building on its long experience in travel equipment, based on the relentless search for innovative materials and functional solutions, Piquadro supports our newly re-named team, providing high-performance equipment and consultancy.

The range of items created by Piquadro for the Visa Cash App RB Formula One Team is carefully specified and designed to meet the different needs of drivers and team members, with various types of backpacks and trolley bags, all made with high-performance materials and technologies.

"We are honoured to become a partner of the Visa Cash App RB Formula One Team because we feel a strong affinity of values with the team and we share their unwavering commitment to research in order to achieve ever higher standards of technology and performance," says **Marco Palmieri, Founder and President of Piquadro**. "We are passionate about creating products that are up to the task of accompanying Daniel Ricciardo, Yuki Tsunoda and the rest of the team on their journeys. At the same time, it presents us with a constant challenge that we purposely face so we can give a clear idea of the quality and reliability we offer to those who buy our products."





"With a 24-race calendar taking us across four continents, Formula One is a sport that is constantly on the move and always puts everyone and everything involved under a lot of pressure" comments **Peter Bayer, CEO of Visa Cash App RB Formula One Team**. "Each team member will take between 50 and 70 flights a year, knowing we can count on Piquadro to supply luggage that is tough, functional and built to last is one less thing to worry about when you look out the airplane window and see your bag sitting on the runway in the rain or the boiling heat, waiting to be loaded. No one wants to be the one gathering their unmentionables across a carousel in a packed arrivals hall thanks to a bag that can't stack up to the travelling demands! Functionality is extremely important but equally important is the design and the craft that has gone into the luggage. As I'm sure you can appreciate, Italian flair is something very close to our hearts."

With this partnership, Piquadro confirms its bond with the world of sport, which has seen it involved for ten years alongside the Italian Winter Sports Federation.

PIQUADRO - Piquadro is an Italian brand of high-performance travel and business accessories. In each collection, Piquadro offers a wide range of backpacks, bags, suitcases and small accessories in which the originality and elegance of Italian style are combined with attention to details, reliability, and studied functionality. Piquadro is owned by the Group of the same name and operates in the sector of leather accessories through the Piquadro, The Bridge, and Lancel brands. The distribution network extends over 50 countries around the world and counts 178 outlets. The Group's consolidated turnover for the year 2022/2023 ended on March 31, 2023, is € 175.6 million. Piquadro S.p.A. has been listed on the Italian Stock Exchange since October 2007.

www.piquadro.com

Facebook: <https://www.facebook.com/Piquadro.IT>

Instagram: <https://instagram.com/piquadrofficial>

VISA CASH APP RB: With more than 350 race starts and counting, Red Bull's Italian Formula 1 team has been one of the sport's most consistent and important competitors since 2006.

Launched as Scuderia Toro Rosso and charged with bringing future champions to the grid, the team was successful in launching the top-level careers of a generation of drivers who have gone on to win races and world championships in Formula 1 and beyond. The success continued following the teams' 2020 rebrand as Scuderia AlphaTauri, with victory at the Italian Grand Prix in its first season. Now reborn with an expanded mission to battle for the sport's biggest prizes, Visa Cash App RB Formula One Team is powering into a new era of competition at the pinnacle of motorsport.

