



omp

Project

Company re-launch and repositioning of the brand in the US market.

OMP

Highly renowned worldwide within the motorsports industry, OMP is known as one of the world's best brands for racing equipment and safety accessories. OMP is the brand of choice for many World Champions including Ayrton Senna and Michael Schumacher who wore the brand for 11 straight years.

Issues and Challenges for the US market

- Limited brand equity with a weak positioning and awareness
- Lack of dealer/distributor confidence generated declining sales
- The retirement of seven-time Formula 1 World Champion Michael Schumacher
- The need to attract traditional customers and the NEW generation of racers

Our Involvement

OMP commissioned STUDIOMILANO to conduct the study and implementation of new commercial and marketing strategies in order to re-launch the US branch, reposition the brand, generate awareness and create a solid consumer base in North America.

STUDIOMILANO was also placed in charge of the day-to-day management and operations of OMP America including imports, sales, distribution, local production and the expansion to Latin America of all the OMP products.



Results

From the time when STUDIOMILANO took over the business management of OMP America, the company has experienced significant growth:

- Sales have increased by 300% since 2006 and it has grown from a 2 to a 9-employee operation.
- The company was reorganized to optimize the purchasing, importing and distributing procedures and a warehouse facility has been added.
- The distributor and dealer network in the US market has been reorganized and confidence with the brand has been restored.
- Ecommerce strategies and delivery systems have been successfully implemented and have been contributing to the overall sales results.
- SM strategic alliances has led to a significant increase in drivers and teams partnerships allowing OMP to own approximately 30% of the market share in the best US professional series.
- As a result of the positioning and segmentation analysis conducted by SM, the brand now enjoys a strong positioning and high levels of recognition and awareness in the US market.

PRINT MATERIAL



DREAMS INCLUDED

MARCO ANDREASSI

MARCO ANDREASSI wears Technica Light, the most advanced racing suit with a multitude of technical details developed for 11 straight years, by Marco Andreassi for comfort, safety and style. The 3-layer cover is SOFTSHO treated and it stands heat, fire, and abrasion resistant. Experience excellence!

OMP
ADVANCED RACING TECHNOLOGY

Northstar | **Wine Country Motor Sports** | **REGASIS** | **CDOC**

OMPAMERICA.COM

Advertising



DREAMS INCLUDED

OMP's 20 years of track experience has been crucial in developing a high performance vintage line. From helmets to shoes and seats for racers, OMP offers the same design line without compromising the core values of safety, comfort, performance and style. A vintage line for modern racers. Experience excellence!

Classic | Vintage Light | Mesa

OMPAMERICA.COM

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DREAMS INCLUDED

NYSE SANCHEZ

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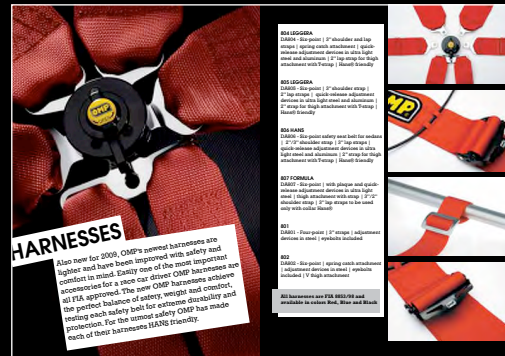
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2009 NEW PRODUCTS REVIEW

Catalog



HARNESSES

Also new for 2009, OMP's newest harnesses are lighter and have been improved with safety and comfort in mind. Easily one of the most important accessories for a race car driver OMP harnesses achieve all FIA approved safety weight and comfort, the perfect balance of safety, weight and comfort, and testing each safety harness for extreme durability and protection. For the utmost safety OMP has made each of their harnesses HANG ready.

814 USGORA - Blue paint | 2" shoulder and top straps | spring catch attachment | quick release adjustment device in side light steel and aluminum | 2" top strap for high attachment with Tracup | Hi-cut Safety

815 USGORA - Blue paint | 2" shoulder strap | 2" top strap | quick release adjustment device in side light steel and aluminum | 2" top strap for high attachment with Tracup | Hi-cut Safety

816 HANG - Blue paint safety seat belt for engine | 2" top strap | quick release adjustment device in side light steel and aluminum | 2" top strap for high attachment with Tracup | Hi-cut Safety

817 FORMULA - Blue paint | with pinna and quick release adjustment device in side light steel | high attachment with easy 2.5" top shoulder strap | 2" top strap to be used only with model 816

821 - Blue paint | 2" top strap | adjustment device in steel | quick release included

822 - Blue paint | spring catch attachment | adjustment device in steel | quick release included | V high attachment

All harnesses are FIA 8861/01 and available in colors Red, Blue and Black

PUBLIC RELATIONS & PRODUCT PLACEMENT



Fast and Furious 4



Playboy.com

Neat Stuff

WHAT YOU NEED AND HOW TO GET IT

by Sarah Lombard



Hot shoe
Racer company OMP has been cutting through carbon fiber, leather, suede, and cloth to make a shoe that's lighter, more comfortable, and easier to clean. The result is a pair of driving shoes that are both stylish and functional. The shoes are made of a combination of carbon fiber, leather, and suede. They are available in two colors: black and brown. The shoes are priced at \$199.95. Visit www.ompsport.com for more information.

When the car's on...
When the car's on, it's time to get out. The OMP racing shoes are designed to provide maximum comfort and support. They feature a wide toe box and a cushioned insole. The shoes are also made of a breathable material to keep your feet cool. They are available in two colors: black and brown. The shoes are priced at \$199.95. Visit www.ompsport.com for more information.

^Sports Car Market
Robb Report >>

Fast-lane Footwear

These driving shoes offer both style and long-distance comfort.

by Ryan Lee

Michael Tozzi
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OMP
As a technical leader in racing, training, and driving performance for more than 50 years, OMP recently introduced a completely new line of racing shoes. The result is a pair of driving shoes that are both stylish and functional. The shoes are made of a combination of carbon fiber, leather, and suede. They are available in two colors: black and brown. The shoes are priced at \$199.95. Visit www.ompsport.com for more information.




REVS

LIVING THE AUTOMOTIVE LIFESTYLE

SAFE & STYLISH PROTECTION FOR RACERS WHO WANT TO LOOK GOOD AT SPEED

Whether you're a vintage racer or a Saturday night balling competitor or a frequent participant in SCCA events, having style and looking good does not mean you're sacrificing safety. In fact, the new racing gear you'll have you wearing on the track, even if your race team might not be on the top of the list.

1. Duff Jacket
The Duff Jacket is a new addition to the OMP racing gear line. It's made of a combination of carbon fiber, leather, and suede. It's available in two colors: black and brown. The jacket is priced at \$199.95. Visit www.ompsport.com for more information.

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Bag the links
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Cigar vault
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Vintage booties
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HEAD FIRST:

Strap On A Helmet As Your First Line of Defense

by Ryan Lee

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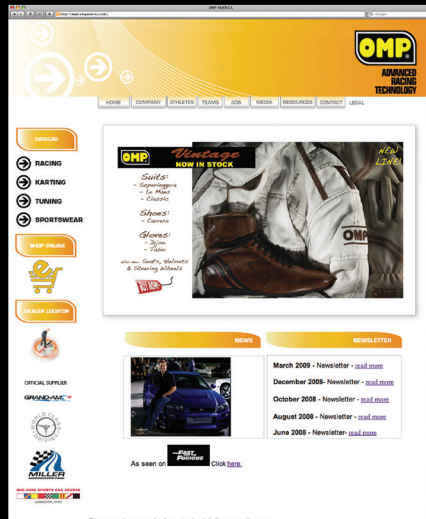
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^Men's Health
Modified Mag >>



Website



Ecommerce



Newsletter

TRADE ADVERTISING, POS & EVENTS

Monitor, Keyboard and Mouse We need a lot of money here by going with used computers. The work in an office, so there's a choice between with no longer used keyboards and mice, and there's even a game monitor or two lying around. We expect for market values to rise for our fully Peripheral install! Tips: Make sure you've got the proper cable to match your monitor to your video card. For the keyboard and mouse, you can go with USB or PS/2 connections. It doesn't really matter which as long as your motherboard has the available sockets.

Wheel and Pedals The simulator requires a wheel and pedal setup, and this is an area where money does most certainly buy quality. You can have a fairly good experience with a used force-feedback wheel, as for our budget build we picked the used Logitech Driving Force EX that summer intern Tommy Suddard had lying around from his PlayStation 2. Word on the forums is that Logitech's latest G25 setup—4 agents or six-speed shifter, 900-degree wheel and three-gait foot controls—is worth the \$300 entry fee. Scott and Tom at the office have been very happy with their 900-degree Driving Force Pro (\$150) and CP (\$100) wheels. The sky is the limit here, some specialty manufacturers sell extremely high-end similiar hardware for \$1,000 and up.

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MONITORING ALL THE BEST GAMES BY OMP PROJECTS

Logitech makes many of the most popular wheels on the market—the color driving force is available, but we recommend a 900-degree wheel for go with our new in-office "Race" PC, watch for this in a future issue.









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When safety is at stake there are no compromises to be made, and only the best makes it to the very top. The Champ Car Holmstrom Safety Team choose OMP as the preferred brand for their safety accessories needs, and OMP choose the Champ Car Holmstrom Safety Team because they are the very best in the business.

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