



Simpson Motorcycle Accelerates Global Growth Strategy in \$7B Motorcycle Safety Market

September 24, 2025

The iconic brand achieves key milestones in 2025, fueling expansion with immersive dealer activations, bold partnerships and product innovation

BOWLING GREEN, Ky., Sept. 24, 2025 (GLOBE NEWSWIRE) -- [Holley Performance Brands](#) (NYSE: HLLY), a leader in automotive aftermarket performance solutions, today announced strategic momentum in its [Simpson Motorcycle](#) division as it expands into the fast-growing global motorcycle helmet and safety gear market, estimated at \$7 billion annually.

With storied brand equity, differentiated design, and immersive dealer and consumer engagement, Simpson Motorcycle is executing a focused global growth strategy. This includes planned expansion and initiatives to capture the European Union (EU) share and targets high-growth regions in APAC and LATAM. Key initiatives include regional product variants, certification alignment, and co-marketing activations to fuel expansion.



Pictured: Simpson's Brand Book, capturing the storied legacy of the brand from day one. Brand books, among other materials, were distributed at Simpson's Global Dealer Summit.

"Simpson is one of Holley's most iconic lifestyle brands, and its growth trajectory underscores how we are scaling into adjacent markets with significant long-term potential," said Matthew Stevenson, President & CEO, Holley Performance Brands. "By investing in new products, immersive events, and global dealer partnerships, we are positioning Simpson as a category leader in performance-driven motorcycle safety. As we reflect on progress in 2025, the Simpson team has achieved several notable milestones."

Immersive Dealer & Rider Activations

Simpson recently hosted its inaugural Saddle Up™ Global Dealer Summit at its New Braunfels, Texas headquarters, bringing together top distribution partners from the U.S., EU, Australia and Latin America. The summit showcased new limited-edition launches, strengthened dealer alignment, and identified opportunities for regionalized growth.

Simpson also made a high-impact presence at the 85th annual [Sturgis Rally](#) in South Dakota, where thousands of riders engaged with the brand through live activations, influencer events, community rides and product showcases.

Product Innovation: Partnerships and Next-Gen Designs

At Sturgis, Simpson unveiled the [Simpson x Buell Mod Bandit helmet](#), a forged carbon fiber helmet born of a new strategic partnership with Buell Motorcycle Co., a legendary independent motorcycle manufacturer based in Grand Rapids, Michigan. The collaboration bridges motorsports heritage with street relevance, reinforcing Simpson's strategy of expanding OEM and brand partnerships.



Simpson x Buell unveil the Mod Bandit, Reborn. Bold and unapologetic for those riders who prefer to live life on the edge.

The Simpson x Buell helmet is now available for preorder [here](#). Shipping will begin on November 1.

What's Next?

Building on its industry leadership and commitment to cutting-edge helmet design and performance-driven motorcycle gear, Simpson Motorcycle will unveil its latest 2026 products at the [EICMA show](#) in Milan, Italy, this November.

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

For more information about Simpson Motorcycle's latest product innovations, click [here](#).

Certain statements in this press release may be considered "forward-looking statements" within the meaning of the "safe harbor" provisions of the United States Private Securities Litigation Reform Act of 1995. Such forward-looking statements are subject to risks, uncertainties, and other important factors which could cause actual results to differ materially from those expressed or implied by such forward-looking statements, including but not limited to Holley's ability to (1) execute our business strategy, including monetization of services provided and expansions in and into existing and new lines of business; (2) grow and manage growth profitably; (3) maintain relationships with customers and suppliers; (4) successfully integrate acquisitions or achieve the expected synergies from such acquisitions; (5) successfully design, develop, and market new, effective, and safe products, (6) expand into new markets; (7) compete effectively in our market; (8) maintain and strengthen demand for our products and brands; (9) maintain successful and profitable partnerships; (10) achieve expected returns on investments; and (11) the other risks and uncertainties set forth in the Annual Report on Form 10-K for the year ended December 31, 2024 filed with the U.S. Securities and Exchange Commission ("SEC") on March 14, 2025, and in any subsequent filings with the SEC.

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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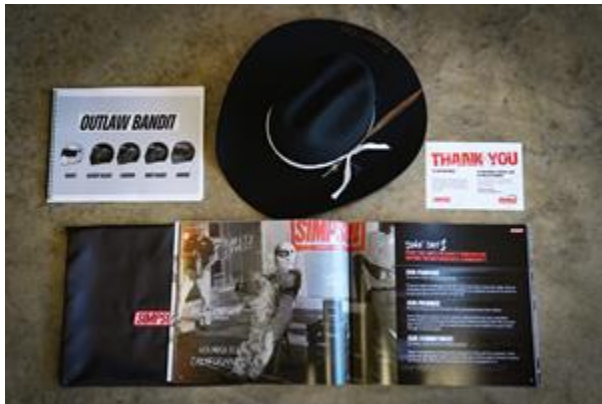
Photos accompanying this announcement are available at:

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Simpson_Image



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