



## Emotive celebrates Patrick Davidson's Air Race X 2025 Championship Victory

Patrick Davidson's championship win captures the spirit of Emotive's first year - driven by innovation, defined by performance.

**Zug, Switzerland, September 12, 2025**

Emotive, the leading automotive spare parts provider in Europe, congratulates supported pilot Patrick Davidson on winning the Air Race X 2025 Championship, following a dramatic season finale in Osaka, Japan.

Flying for Team 77, Davidson secured the title with 79 points, capping off a season defined by precision and consistency.

The South African pilot, who began flying at 17 and is a six-time national aerobatics champion, has built a reputation for technical skill, speed, and composure. His progression from aerobatic competitions to the cutting-edge competitive Air Race X stage mirrors the same qualities that Emotive stands for: innovation, reliability, and performance.

The championship win coincides with a key moment for Emotive, as the company marks one year since the launch of its umbrella brand at Automechanika Frankfurt in 2024. Since then, Emotive has focused on three strategic pillars that are described as open, dynamic, and transformative – these principles are reflected in the partnership with Davidson and his approach to competition.

**Patrick Davidson, Team 77 owner and Pilot**, said: "Winning the Air Race X 2025 Championship is the result of relentless focus, deep trust in my team, and the unwavering support from everyone behind the Emotive brands to the engineers and mechanics who turn ambition into performance. Sharing this victory as Emotive celebrates its first anniversary makes it all the more special."

**Theo Theuner, Chief Commercial Officer Emotive**, adds: "First of all, huge congratulations from everyone at Emotive to Patrick and his team. His championship victory is a powerful example of our shared spirit in action - performance under pressure, innovation at speed, and the confidence to break boundaries with the best teams and partners. It also reflects the very core of our brand: open to new ideas, dynamic execution, and transformative ambition."

"As we celebrate one year of Emotive, this win reminds us that **Magic drives**. And after just one year, it is clearly taking off."

The win underscores a shared commitment to pushing boundaries - both in the air and across the mobility sector - as Emotive continues to grow its presence across Europe.

**ENDS**



### **About Emotive**

Emotive ([www.emotive.group](http://www.emotive.group)) is a leading platform for automotive aftermarket solutions in Europe with more than 300 years of combined company history and experience. Our purpose is to provide sustainable mobility to every driver. We provide a wide range of products and services, including braking, suspension, electrics & electronics, engine, body parts, cooling & heating, filtration, steering, drive train, and lubricant & chemicals, to more than 300,000 workshops, delivered across 100 countries daily. The Emotive platform is powered by the following brands: OPTIMAL, ERA, MPM Oil, Platinum Plus, VEGE, MRT, Starline and Triple QX.