



Emotive backs world champion Patrick Davidson for 2026 AIR RACE X Championship

Zug, Switzerland, May 28, 2026

Emotive, one of Europe's leading automotive spare parts providers, has extended its support for South African pilot Patrick Davidson ahead of the 2026 AIR RACE X Championship. The partnership forms part of Emotive's **Parts That Fly High** campaign, celebrating the precision, performance, and reliability that drive success both in the air and on the road.

Davidson, competing under Team 77, will return to the series as defending champion after winning the 2025 AIR RACE X Championship. Emotive first supported Davidson during that title-winning season, which saw him secure 79 points and take victory in both the opening round and the final race in Osaka, Japan.

The 2026 championship will feature four rounds in AIR RACE X's Multi-Location Race format, where elite pilots fly high-performance aircraft through precision courses and compete for the fastest time. The championship broadcasts will stream worldwide on the official AIR RACE X YouTube channel on June 28, July 19, August 16 and September 13.

Patrick Davidson, said: "Winning the championship last season was a defining moment for our team, and we're proud to have Emotive backing us again for the 2026 AIR RACE X Championship. Heading into the season as defending champions brings a new challenge, and I'm focused on carrying that momentum forward and delivering another strong year."

While aircraft racing and vehicle repair may appear worlds apart, they are connected by a common need for confidence under pressure, technical skill and trust in the tools, teams and technology behind every performance. That link remains central to the renewed sponsorship. These are qualities that are highly relevant to Emotive and the customers we support every day. Through brands like OPTIMAL, ERA, MPM Oil, Platinum Plus, VEGE, MRT, Starline and Triple QX, Emotive helps workshops and distributors access the parts and expertise they need to keep vehicles moving safely, efficiently and with confidence.

AIR RACE X combines real aircraft with a digitally enhanced race format, while Emotive supports workshops through trusted aftermarket brands, technical expertise and solutions designed to help them respond to changing vehicle technologies.

Martin Conrad, Chief Executive Officer at Emotive, added: "Patrick's championship win in 2025 was a powerful demonstration of preparation, skill and performance under pressure.

"These are qualities that are highly relevant to Emotive and the customers we support every day. As a provider of automotive spare parts, our role is to help workshops and distributors access the parts, brands and expertise they need to keep vehicles moving safely and efficiently.

"We are proud to continue supporting Patrick Davidson for the 2026 AIR RACE X Championship and look forward to seeing him defend his title in the season ahead."



About Emotive

Emotive is a strategic platform for the independent automotive aftermarket, connecting specialist brands under a shared commitment to innovation, quality, and sustainability. With operations in ten countries — including Switzerland, the UK, Germany, Italy, the Netherlands, and Spain — and distribution partnerships spanning more than 100 markets, Emotive delivers over 70 million parts each year to more than 120,000 workshops across Europe and beyond.

By uniting established aftermarket brands on a single platform, Emotive enables partners to access a comprehensive and future-ready product portfolio backed by local expertise, global reach, and a vision centred on shaping the future of mobility. The Emotive platform is powered by the following brands: OPTIMAL, ERA, MPM Oil, Platinum Plus, VEGE, MRT, Starline and Triple QX.

For more information, visit: www.emotive.group