



ohoskin

ALTERNATIVE LEATHER FROM ORANGE

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PRESS RELEASE

Ohoskin Enters the Automotive Sector: Debuts at Rally del Brunello 2024

Ohoskin, a pioneer in sustainable materials, is proud to announce its official entry into the automotive sector. To celebrate this milestone, Ohoskin is sponsoring a racing car that will compete in the prestigious Rally del Brunello, taking place on November 29th and 30th 2024.

This sponsorship marks the beginning of a new chapter for Ohoskin, showcasing its innovative, durable, and sustainable material designed specifically for the automotive industry. With its patented technology and commitment to circular economy principles, Ohoskin is poised to revolutionize interiors in the automotive market.

Rally del Brunello is the best possible showcase for Ohoskin, with a perfect mix of automotive, nature and Italian excellence. The stages where the event is held are among the most legendary gravel roads in Tuscany, used in top class rally events since the '80s, in a unique region famous for one of the best wine in the world, the Brunello di Montalcino. The bond with these elements perfectly resembles Ohoskin values, being our leather made from orange from Sicily, another pillar in Italian nature excellence,

Ohoskin invites clients, distributors, and automotive enthusiasts to join the event and discover the quality and innovation of its automotive-grade material.

“Ohoskin's entry into the automotive sector represents a significant step forward in our mission to redefine sustainability and innovation,” said Stefano Mazzetti, Co-Founder and COO of Ohoskin Srl. “By participating in Rally del Brunello, we aim to inspire the automotive industry to adopt eco-friendly solutions without compromising on durability or aesthetics.”

Ohoskin's material, derived from Sicilian orange by-products and created through a circular economy process, offers the perfect blend of performance and sustainability. As the automotive industry increasingly embraces greener practices, Ohoskin is proud to lead the way with its cutting-edge solutions.

Join Ohoskin at the Rally del Brunello 2024

The Rally del Brunello, set in the breathtaking Tuscan landscape, is the ideal venue to celebrate innovation and Italian craftsmanship. Visit the Ohoskin-sponsored vehicle to discover the material that's driving the future of sustainable automotive interiors.



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About Ohoskin

Ohoskin is an innovative Italian company dedicated to creating sustainable alternatives to animal and synthetic leather. By transforming Sicilian orange byproducts into high-performance solutions, Ohoskin is redefining the possibilities of circular economy and sustainability across industries.