



# THE COOLING SEAT

[www.aspseat.com](http://www.aspseat.com)





# WHAT DIFFERENTIATES AN ASP SEAT?

The cooling seat is an **innovation in seat technology** and driver cooling.

It is a **lightweight seat**, made using FIA homologated materials which incorporates a design within the insert that **maximises airflow around the driver body** to ensure they are **kept cool** during their sessions.

The **materials** selected are at their highest quality to **contribute to the distribution of airflow** around the driver.

The production process is **meticulously administered**, from the creation of the driver mould, right through to onsite driver validation and adjustment.

**Attendance at testing & races** for 1-2-1 validation with the driver, with unrivalled attention to detail.





# REDESIGNING THE RACE SEAT

## OVERALL SEAT WEIGHT REDUCTION – BY DESIGN & MANUFACTURING

The cooling seat is the the top level of seating from ASP Seat. Using the lightweight model our **patented\*** airflow system is integrated by our engineers into the design creating an individual **custom made seat** for the driver.

Driver temperature regulation is vital in motorsport to maintain focus, reaction times, and endurance.

High temperatures can cause fatigue and dehydration, impacting performance and safety. Cooling systems ensure drivers stay sharp and consistent, providing a critical competitive edge.





# OUR PROCESS



## SEAT FIT SERVICE

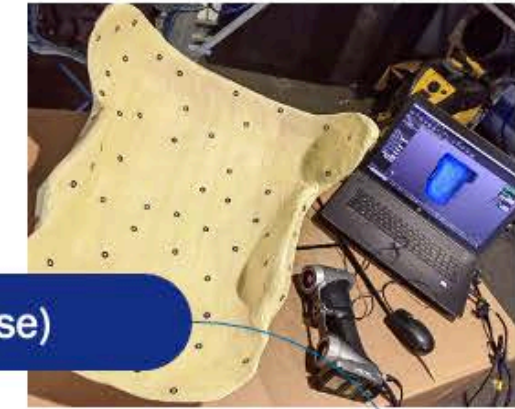
Pro-Seat moulded seats with beads



## 3D SCAN (on site / in house)

Full shell scan

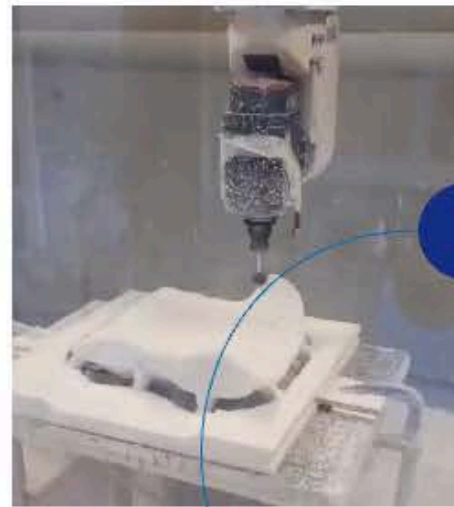
Full insert scan in / out



## MILLING

Glueing definition

Sub-Argomento



## ENGINEERING

Reverse engineering and smoothing

Cooling engineering

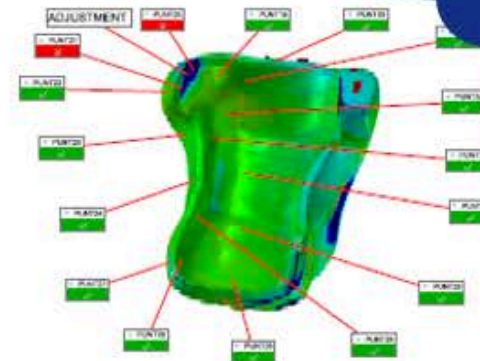
Weight optimization



## INSPECTION

Virtual Collision checking in-out

Dimensional report



## FINISHING

Covering

Handle

Customization with name & logo



## AFTER SALES

Follow up on circuit

On the fly adjustmentss





# KEY FEATURES:

- Durable fireproof FIA homologated materials
- Lightweight – reduction in weight, not addition
- Trusted by 5 Manufacturers... across 6 teams... in both FIA WEC Hypercar and IMSA
- US presence in IMSA GTP category
- Patented\* airflow design technology you will not find in any other race seat
- Onsite support for drivers at tests and race weekends
- Increased comfort reported by drivers





# WORKING WITH INDUSTRY PROFESSIONALS



Pro-Seat provides fully custom resin moulded removable seat cushions, bespoke to the driver and vehicle. The companies work exclusively together to provide 1st the (Pro-Seat) driver moulded seat and 2nd the (ASP Seat) engineered cooling seat insert.



With NCS Engineering Solutions capabilities in engineering and CNC machining, together the companies develop the advanced cooling seat. Following a scan of the Pro-Seat mould, the collaboration results in a lightweight, high-performance model tailored for motorsport use. hining to provide the lightweight model.



# A SEAT FOR EVERY CATEGORY

Not only for endurance racing.

With driver temperature regulation a topic across the board, ASP Seat can provide a cooling seat in any category.

ASP Seat cooling has already been implemented in FIA Formula 2 using our patented\* airflow design, and redesigning the technology for an open-top race car.

## **Nurturing the Next Racing Generation**

Supporting the next generation of Champions in F3, F4 & FRECA series with their base level seats.

As the drivers graduate, the name is trusted by them and they are already familiar with the seat product, the materials, the individual service and the technology.





# OUR CLIENTS

After launching in the endurance category for Hypercars, ASP Seat products are now used throughout multiple categories, from national level to FIA World Championships.

Notably, supplying multiple teams in:  
**FIA WEC, IMSA, FIA Formula E, FIA Formula 2 and Formula 3, Formula 4, Formula 1 Academy, FRECA, GTWC.**





# ABOUT THE COMPANY



Alessio Simeti, with over 24 years of experience in various categories, ranging from single seaters to touring cars and GT, has become an expert in his field. Alessio has proved his mettle by being involved in the seat fitting process for too many drivers to count!

He understands the importance of not only comfort and positioning for drivers but also the engineering requirements behind all components. Alessio has worked across multiple FIA World Championships and has gained significant knowledge and experience in high-quality performance products. His expertise in motorsports engineering has made him a valuable asset to the industry and a trusted advisor to many top drivers and teams.

ASP Seat is focused on innovation, expert engineering & personal service.



# CONTACT US

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