

News release
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Petter's Got a Brand New Bag

As a three-time FIA World Champion, Petter Solberg knows about speed.

After joining forces with Caracalla 1947, he knows plenty about style too.

Caracalla 1947 has turned helmet carrying and bag packing into an art form. Produced from sumptuous Tuscan leather, every bag is hand-made, beautifully finished and guaranteed for life.

New to Caracalla 1947's exclusive range in 2016 will be a Petter Solberg collection, featuring the Norwegian's own triple title-inspired motif and looks to rival those of Hollywood himself.

Petter Solberg said: "I met with Simon [Jordan, Caracalla 1947 CEO and owner] last month to discuss this new project we're working on and, I have to say, I am very, very excited about this.

"Everything I do, I do to the absolute best of my ability and presentation is so important to me and to my PSRX team. We won't settle for anything other than perfection.

"When I saw Caracalla 1947 for the first time, I knew Simon was thinking the same as me. These bags are just incredible – and they smell so good too! Honestly, before I saw them, a bag was just a bag: put my helmet in one and my pants in another and we go. Not any more. This might sound odd, but I look forward to packing my bags now.

"Just one more thing, you will remember to take that thing out about the looks to rival Hollywood himself, won't you..."

Simon Jordan said: "Here at Caracalla 1947, we are privileged to work with some of motorsport's biggest names; genuine legends, drivers like Sir Stirling Moss, Sir Jackie Stewart and Niki Lauda. And, of course, we manufacture some beautiful products for Aston Martin, Bentley and McLaren, to name just a few.

"These fabulous, bespoke collections bring familiarity in colour and craftsmanship, mirroring, we hope, the men and machines they represent.

"And Petter's the latest in a line of world champions to join us. It's an honour for us to work with him on his tailored collection."

Further details and evidence of the fruits of Petter's Caracalla 1947 collaboration will be available later in the year.

About Petter Solberg

You know this guy: 2003 FIA World Rally Champion, 2014 and 2015 FIA World Rallycross Champion. Enjoys Teppanyaki from Japan and custom-made, motorsport-inspired holdalls from Italy.

About Caracalla 1947

Simon Jordan has worked for Rolls-Royce. Bentley. Ferrari. He knows life's finer things. And he knows a bag when he sees one.

A decade ago, he spotted a man carrying a holdall at a Ferrari race at Mugello. Everything changed. He found out the name (of the bag, not the man), contacted the supplier and did a deal.

But what to call the company? What about Caracalla? Terme di Caracalla, where Scuderia Ferrari celebrated its first win, courtesy of Franco Cortese and a 125 Spider. The year? 1947.

Caracalla 1947. Inspired by Enzo. Made in Italy.

Endorsed by Sir Stirling and loved by Lauda.

Ends.

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