



NEWS RELEASE

Sparco in the Driver's Seat of Innovation and Precision Goes Live with Centric PLM

Iconic Italian motorsport brand adopts Centric Software to streamline operations and enhance agility across its product lifecycle.

CAMPBELL, Calif., December 4, 2025– Centric Software® is pleased to announce that Sparco S.p.A., a global leader in developing and producing safety equipment for the world of motor racing, has successfully implemented Centric PLM™ to drive digital transformation, streamline collaboration and enhance agility across its operations. Centric Software provides the most innovative enterprise solutions to plan, design, develop, source, comply, buy, make, price, allocate, assort, sell and replenish fashion, luxury, footwear, outdoor, home, cosmetics & personal care products as well as multi-category retail, to achieve strategic and operational digital transformation goals.

Founded in 1977 and headquartered in Volpiano, Italy, Sparco is known worldwide for its high-performance motorsport equipment and PPE, supplying over 300 partner teams in elite racing competitions including F1 and all the world motorsport championships. In recent years, Sparco has expanded its portfolio into carbon fiber automotive components, safety workwear, esports gaming accessories and branded seating for major sporting teams. With more than 2,000 employees and 15 production sites worldwide, the company maintains a strong focus on sustainability, underpinned by annual ESG reports and its gender equality certification.

As Sparco expanded into new categories and markets, managing product data with spreadsheets and disconnected tools became unsustainable. Rigorous quality checks, strict compliance requirements and highly technical specifications were at odds with the need to constantly drive for innovation.

“Sparco is a company with exceptional technical know-how and unique manufacturing expertise in its sectors. At our core, we are innovators, always striving to bring more performing products to market,” says Niccolò Bellazzini, Brand Manager at Sparco. “We knew we needed a PLM solution to stay agile and prioritize innovation. That meant finding a way to centralize product data to improve collaboration across teams—from design to production and quality. That’s what led us to search for a robust PLM as the foundation for our digital transformation.”

After evaluating potential partners, Sparco selected Centric Software based on its manufacturing knowledge and strong track record. “We chose Centric for its industry expertise and deep understanding of best practices in technical equipment,” explains Bellazzini. “This gave us the confidence we needed to undertake such an ambitious project.”

The implementation was a collaborative effort driven by constant communication and continuous alignment with the Centric team. The company-wide change management process involved people, processes and skills across many departments, both internal and external. Giorgio Mosca, CFO at Sparco, comments, “The adoption spanned all key product development processes, engaging teams across IT, R&D, planning, finance, production, quality and product management,” he says. “It was a complex project that required a radical paradigm shift that required a continuous work of explanation and assimilation by all the actors involved.

Like any large-scale digital transformation, the project presented challenges that called for strong governance, coordination and alignment across teams. “We encountered hurdles which affected timelines and understanding,” says Mosca “In the end, these difficulties made the journey even more challenging but also richer in terms of learning and strengthening our ability to manage major transformation projects.”

Today, Centric PLM is gradually embedding into Sparco’s operations and is delivering tangible benefits. “80% of the processes originate, now, from PLM,” says Bellazzini. “From coding and bill of materials creation to cost calculation,

most of them are now centralized and secure. We're working to reach 100% of the processes, covered by PLM functions, within 2026 in order to generate maximum efficiency in our activity"

After completing phase one of the implementation, Sparco is already looking ahead and working with the Centric team to expand the platform's reach. "We are extending Centric PLM to additional product categories and deepening integration with our wider system landscape," says Mosca. "We're also exploring AI capabilities that can help us automate repetitive tasks and further optimize product development."

"Sparco has more than four decades of experience in innovation, precision and performance," says Fabrice Canonge, CEO of Centric Software. "We are proud to stand alongside such a visionary team as they push the frontier of their industry. With Centric PLM as a solid foundation, we look forward to empowering Sparco's growth and evolution."

[See Centric Software's AI-Powered Solutions in Action at NRF 2026, Booth #6505](#)

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Sparco (www.sparco-official.com)

Since 1977, Sparco S.p.A. has been developing and manufacturing equipment for the racing environment and now has more than 300 partner teams in various world motorsport competitions (F1, F2, F3, F4, WEC, WRC, RALLY RAID, RALLY CROSS, INDY, NASCAR, FE, E1 and many others) as well as customers in over a hundred countries who adopt its products, maintaining its long-standing market leadership in the sector.

The Sparco Group, since 2000, has diversified its activities by starting the

production of carbon fiber components for leading super sports and luxury car manufacturers. The activities of the last seven years complete and amplify the company's diversification into mass market segments which, drawing strength and inspiration from the company's DNA, go even further: "Sparco Teamwork" is the business unit dedicated to the production and distribution of safety shoes and workwear; "Sparco Gaming" focuses on the gaming and e-sports segment; "Sparco Seats" is a leading player on the sidelines with seats for the most prestigious soccer, volleyball, and basketball teams.

The Sparco Group is based in Volpiano (Turin) and has 2,000 employees working in fifteen production plants (six in Italy, eight in Tunisia, and one in the United States) with a globally structured commercial organization.

The management approach, which is entirely focused on achieving the ESG objectives outlined in the UN 2030 Agenda for Sustainable Development, has ensured the approval and publication of the sustainability report for the last five consecutive financial years and the achievement of gender equality certification.

Centric Software® (www.centricsoftware.com)

From its headquarters in Silicon Valley, Centric Software provides an innovative and AI-enabled product concept-to-commercialization platform for retailers, brands and manufacturers of all sizes. As experts in fashion, luxury, footwear, outdoor, home, cosmetics & personal care as well as multi-category retail, Centric Software delivers best-of-breed solutions to plan, design, develop, source, comply, buy, make, price, allocate, sell and replenish products.

- **Centric PLM™**, the leading PLM solution for fashion, outdoor, footwear and private label, optimizes product execution from ideation to development, sourcing and manufacture, realizing up to 50% improvement in productivity and a 60% decrease in time to market.
- **Centric Planning™** is an innovative, cloud-native, AI solution delivering end-to-end planning capabilities to maximize retail and wholesale business

performance, including SKU optimization, resulting in an up to 110% increase in margins.

- **Centric Pricing & Inventory™** leverages AI to drive margins and boost revenues by up to 18% via price and inventory optimization from pre-season to in-season to season completion.
- **Centric Market Intelligence™** is an AI-driven platform delivering insights into consumer trends, competitor offers and pricing to boost competitively and get closer to the consumer, driving up to a 12% increase in average initial price point.
- **Centric Visual Boards™** pivot actionable data in a visual-first orientation to ensure robust, consumer-right assortments and product offers, dramatically decreasing assortment development cycle time.
- **Centric PXM™**, AI-powered product experience management (PXM) encompasses PIM, DAM, content syndication and digital shelf analytics (DSA) to optimize the product commercialization lifecycle resulting in a transformed brand experience. Increase sales channels, boost sell through and drive margins.

Centric Software's market-driven solutions have the highest user adoption rate, customer satisfaction rate and fastest time to value in the industry. Centric Software has received multiple industry awards and recognition, appearing regularly in world-leading analyst reports and research.

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