

GUTS Racing USA Joins Indian Supercross Racing League as Official Performance Seat Partner

- *Global players confident of Indian motorsport as the fastest growing arena to connect with audience*
- *ISRL continues global collaborations to fuel India's Supercross revolution*

Pune, August 13, 2025 – The Indian Supercross Racing League (ISRL) is proud to announce its latest international collaboration with GUTS Racing USA, one of the most renowned brands in global motocross, as its Official Performance Seat Partner for Season 2.

Founded in Hangtown, Northern California, known for its motocross heritage GUTS Racing has grown into a global symbol of high-performance innovation in off-road racing over the past three decades. Led by former racer and sprint car enthusiast Andy Gregg, the brand is renowned for its rider-centric design, exceptional durability, and unwavering commitment to excellence.

*At the announcement **Eeshan Lokhande, Co-Founder of the Indian Supercross Racing League**, said, "We're seeing a clear surge of interest from global performance brands, and GUTS Racing's entry into ISRL is a testament to that momentum. Their belief in India's Supercross future reinforces our vision to create a world-class platform for motorsport in the country. This partnership will benefit the rider's performance through GUTS' premium technology, and marks the beginning of a long-term, strategic relationship. With a rapidly growing fanbase and some of the highest engagement rates across social and digital platforms, ISRL is fast becoming the sport of choice for a new generation. Together, we're not just raising the bar for Indian motorsport, we're building a movement."*

The ISRL-GUTS Racing alliance underscores the commitment to aligning with performance-driven brands that share passion for sport, innovation, and excellence.

*"We are thrilled to support the Indian Supercross Racing League with our technology to enhance the performance of the riders," said **Andy Gregg, Owner, GUTS Racing**. "As a racer myself, I know how important seat performance is to a rider's success. ISRL represents an exciting new frontier for motocross, and we're proud to play a part in its growth. We look forward to many thrilling seasons together. India is a growing market and a key part of our global expansion. This association gives us direct visibility with our core audience."*

***Blake Wharton, Former AMA Supercross Athlete**, said, "I'm thrilled to see the Indian Supercross Racing League pushing the boundaries and creating new opportunities for riders, fans, and brands alike. We have a real chance here to grow the sport, connect performance-driven brands with performance racing, and inspire the next generation. India has incredible potential for Supercross, and I'm excited to keep contributing as both an ex-racer and an ambassador for the sport."*

As part of this strategic alliance to elevate rider performance and safety, ISRL teams will receive GUTS Racing's factory series seat covers. These premium seat covers are engineered to enhance



rider control, improve grip and comfort, and ensure greater stability which is especially critical on ISRL's challenging Supercross tracks.

As ISRL heads into its most ambitious season yet, partnerships like these continue to strengthen the league's commitment to global standards, athlete performance, and grassroots racing development in India.

Join the excitement and follow ISRL on social media using #FlirtWithDirt!

ABOUT THE PROMOTERS

Team Supercross India (SXI), the parent company of Indian Supercross Racing League, is at the helm of a groundbreaking initiative led by former international racers, Veer Patel (two-time national SX Champion) and Eeshan Lokhande. Drawing upon their extensive personal experience and unwavering passion for the sport, they have meticulously conceptualized, identified crucial gaps, and delivered a league that is set to redefine Supercross racing on a global scale. With their deep understanding of the sport and relentless pursuit of excellence, they are paving the way for a new era of Supercross that will captivate audiences worldwide.

ABOUT GUTS RACING

GUTS Racing USA is a Northern California-based company renowned for its innovation in motorcycle seat technology, specializing in lightweight seat foams and high-performance ribbed seat covers for motocross, supercross, and off-road motorcycles. Founded in 1985 at Hangtown, considered the birthplace of Nor-Cal motocross, GUTS Racing has become an industry leader, trusted by top teams and riders worldwide and owned by the Gregg family. The company is recognized for its product durability, advanced design, and commitment to meeting the needs of both professional and recreational riders.

FOR MORE INFORMATION ON ISRL:

Instagram: [@indiansupercrossleague](#) | **Twitter:** [@ISRL-Indian Supercross Racing League](#)

Facebook: [@ISRL-Indian Supercross Racing League](#)

Website: www.indiansupercrossleague.com

FOR MORE INFORMATION ON GUTS RACING:

Instagram: www.instagram.com/guts_racing_inc | **Twitter:** https://x.com/guts_racing_inc

Facebook: www.facebook.com/guts.racing

Website: www.gutsracing.com

FOR MEDIA QUERIES AND COMMUNICATIONS:

Arun Thankappan: +91 99308 60706 | arun.thankappan@adfactorspr.com

Supercross India Pvt. Ltd.

Van Shree Vihar, 1 & 2, Ground Floor, S.No. 80/2/11, Baner Residency,
Off Baner Road, Near Sakal Nagar, Pune 411007, India.
Office: +91 20 3590 4937 Email: info@supercrossindia.com

supercrossindia.com