



www.aspseat.com



ABOUT THE COMPANY



Alessio Simeti, with over 23 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.

REDESIGNING THE RACE SEAT

ASP Seat offers 3 levels of product:

LEVEL 1 - THE BEAD MOULD

Moulded bead seat in partnership with Pro-Seat materials.



LEVEL 2- THE LIGHTWEIGHT

Lightweight seat using durable & fireproof FIA approved material, engineered from the level 1 bead seat.



LEVEL 3 - THE COOLING

Cooling seat, using the seat from level 2, with an integrated air flow system within the seat.



ASP Seat products are suitable for all motorsport categories with a seat product for every competitor.

THE COOLING SEAT

The ASP Seat cooling seat is our groundbreaking system, integrated into the driver insert whilst reducing weight and retaining durability, to keep the drivers cooling during endurance races or in high temperature environments.

OVERALL SEAT WEIGHT REDUCTION – BY DESIGN & PRODUCTION

This cutting-edge technology addresses a crucial aspect of racing – temperature regulation.

The system is designed to keep drivers cool, calm, and collected under the most challenging racing conditions, significantly impacting endurance and performance.



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.



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

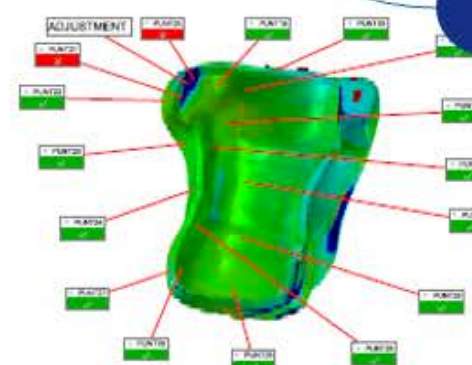
Weight optimization



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



THE BEAD SEAT

Working exclusively with our partner Pro-Seat we use their materials for all custom moulded bead **inserts and base seats**.

ASP Seat's **Level 1 Bead Seat** is a fully custom-moulded solution designed for maximum driver comfort and performance.

Each seat is formed directly to the driver's body using a bead moulding process, ensuring a perfect fit. The mould is then precision-cut to suit the cockpit and driver preferences.

Final finishing—including custom covering, logo, and driver name—is only completed once the driver has validated the fit, ensuring complete satisfaction before delivery.

The bead seats can be created trackside making the perfect for a single race, a driver change or when there time is short.



NEW PRODUCT LAUNCH:

HANS PADS BY ASP SEAT

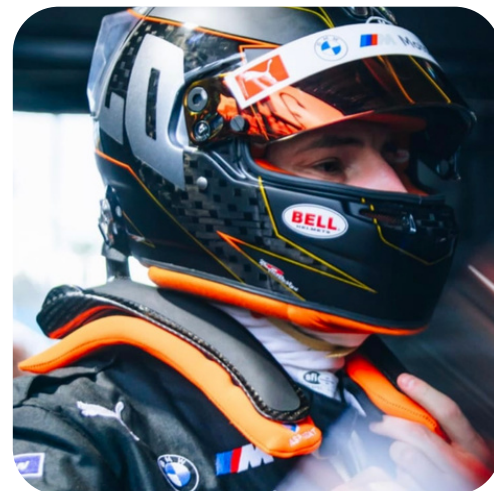
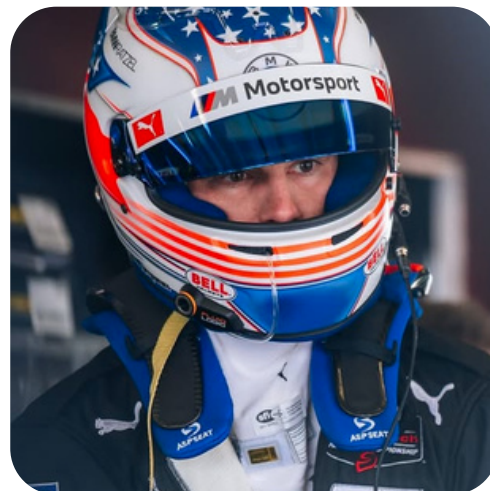
Crafted with high-density foam and a Nomex fireproof cover for enhanced safety and comfort.

Launched in 2024 and developed directly with drivers to accommodate their needs.

Designed to perfectly fit the hans device, these pads reduce neck strain and pressure during intense racing conditions.

The materials are selected for their grip and they stay in place during use.

Colours and name personalisation available.



"I am incredibly impressed with the foam padding provided by ASP Seat for the Hans system. The quality of their foam is outstanding—comfortable, durable, and easy to work with. ASP Seat has truly thought about both functionality and comfort, making their product a perfect choice for our needs. I highly recommend their foam products to anyone looking for a reliable, high-quality solution."

EDOARDO MORTARA - FIA FORMULA E & FIA WEC & GT DRIVER

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.



NCS Engineering Solutions provides a turnkey solution providing engineering, design and manufacturing services. After scanning the Pro-Seat mould, they engineer the cooling seat with design, reverse engineering and CNC machining to provide the lightweight model.

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, FIA Formula E, FIA Formula 2 and Formula 3, Formula 4, Formula 1 Academy, FRECA, GTWC.



CONTACT US

ALESSIO SIMETI
OWNER & DIRECTOR
info@aspseat.com

FIONA REES
MANAGING DIRECTOR
admin@aspseat.com

