

Engineered Safety Systems Showcases Breakthrough Innovations in Racer Protection During EPARTRADE Webinar

In an eye-opening and highly informative session of the *Race Industry Now* webinar series, Engineered Safety Systems (ESS Inc.) introduced the latest advances in life-saving technology for motorsports professionals. The webinar, titled **"An Introduction to the Latest Technology and Innovations in Life-Saving Products for Racers,"** featured ESS President and long-time industry pioneer Trevor Ashline alongside seasoned racer and safety advocate Brad Noffsinger. The event was hosted by Jeff Hammond from SiriusXM, Ch. 90, Late Shift.

Trevor Ashline, a legacy figure in motorsport safety, presented ESS's latest innovations aimed at reducing fatal injuries and improving survivability in high-speed crashes. He emphasized the company's commitment to advancing head and neck restraint systems, fire protection, and seat technologies—each designed with decades of real-world crash data and driver feedback.

Brad Noffsinger added a seasoned racer's perspective, discussing firsthand experiences with safety gear and underscoring the importance of consistent innovation in an environment where milliseconds matter and risks are extreme. "It's about more than compliance—it's about confidence. When drivers trust their equipment, they can perform at their best," said Noffsinger.

ESS also revealed several new product upgrades designed for professional teams and grassroots racers alike, including:

- **Enhanced restraint systems** engineered for compatibility with a wider range of chassis configurations.
- **Advanced fire suppression tech** using next-generation chemical agents and faster deployment triggers.
- **Seat and cockpit solutions** incorporating energy-absorbing materials and improved ergonomics for impact mitigation.

"Safety technology is evolving rapidly, but adoption is the real key," said Ashline. "At ESS, we're not just building safety products—we're building peace of mind for race teams."

The session attracted interest from sanctioning bodies, engineers, and top-tier racing teams, reflecting a growing industry-wide focus on driver protection amid increasingly powerful vehicles and competitive conditions.

For more information, [watch the full webinar here.](#)