



GGBAILEY
CAR MATS

DESIGN YOUR CAR MATS™



INTRODUCTION

RACEMARK began in 1964 founded by Bob Bailey, Porsche of America team world class race car driver. Teammate, Mark Donohue partnered with Bob joining RACEMARK in 1972. RACEMARK was founded on the principals of engineering excellence into every product we make. It is our philosophy to design and engineer the most innovative interior trim parts to meet and exceed the styling expectations of our international customers.

1972



Bob Bailey - 1972 Lime Rock, CT, Camel GT Challenge, Porsche 2.4 litre
911 - 1st Overall



In 1973, we were the first in the industry to create a custom fit carpet car mat. RACEMARK is recognized as the reference point for innovative and stylish car mats in the automotive market. High material standards, competitive manufacturing processes and our dedication to quality result in optimized product life cycle cost. Our capabilities include high volume production as well as premium and luxury designs for customized products supporting a wide range of vehicle. Our flexibility ultimately results in individual solutions as specified by the customer.

RACEMARK International includes manufacturing plants located in the United States, Germany, Hungary and Switzerland. With our strong presence in North America and Europe we follow international market trends of the highest quality brands in the automotive and textile industries. This enables us to introduce attractive, functional and safe products. We deliver features and product enhancements to always achieve “best in class” parts for the global automotive industry. We have grown globally expanding to supply just in time delivery to our customer’s assembly plants. This enables us to provide the shortest lead-times possible at a very competitive price. Our plants are dedicated to the production of the finest automobile floor mats in the world, supplying the premier brands in the automotive industry.

Our customers include Acura, Audi, Bentley, BMW, Chrysler, GM, Honda, Hyundai, Kia, Mercedes-Benz, MINI, Mitsubishi, Porsche, TESLA, Toyota and Volkswagen.

You will find our products in millions of vehicles around the world.

Georgia and Switzerland plants are ISO/TS16949 certified. Hungary plant is ISO9001 certified.





THE COLLECTION

2001

GGBAILEY is part of the RACEMARK International group of companies.

We design our own carpet, working with the leading yarn suppliers in the world. Custom-Fit patterns for each vehicle are done to our high engineering standards and fit the exact contours of your vehicle. At GGBAILEY, we do not cut corners to speed up production.

As a division of RACEMARK, GGBAILEY is founded on the principles of innovation, which subsequently drives our products to new levels of functionality and design. Our products are proudly Made in the USA.

GGBAILEY was cofounded by Ginger Cannon Bailey, CEO of RACEMARK, and Emily Bailey in the fall of 2001. Our family owned and operated business includes over 50 years of devotion to the finest automobiles and accessories in the world.

Our innovative, entrepreneurial team of auto enthusiasts is dedicated to making car mats for the automobile consumer who understands the importance of function and design.

2015

GGBAILEY uses the most luxurious materials and advanced technologies to provide you with the highest quality material for your custom car mats. All orders will ship in two business days.

All-Weather Textile Car Mats

GGBAILEY® All-Weather Textile™ Car Mats are the most advanced custom-fit car mat on the market. As the industry's first All-Weather Textile™ Car Mat these mats combine Function + Design to conceal dirt particles and protect all vehicle interiors from the harshest weather conditions year-round.

This unique and durable All-Weather Textile material is designed to trap liquids while also helping to mask dirt, sand, snow or spills from the surface.

Offered in Beige and Charcoal, these custom-fit, fade and stain resistant mats offer absolute durability while enhancing the overall appearance inside every car, truck and SUV.

Starting From: \$99.00



Beige ⬆

Grey ⬇



Luxury Car Mats

This collection is complete with [many elegant and luxurious heavy weight carpet designs](#). Each design is carefully woven. These fibers are known for their superior stain resistant qualities.

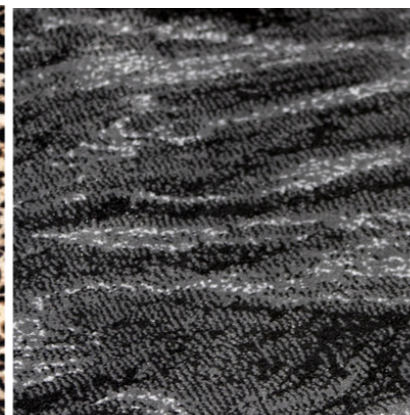
Each pattern is made complete with matching serged edging and a specially engineered backing to help resist any mat movement.

Starting From: \$99.00

Leopard ⬇



Spacescape ⬇



Red Oriental ⬇



Black Oriental ⬆



Charcoal Couture ⬆

Design Your Car Mats™

We offer high quality car mats that you can design and the only ones tested to OEM specifications offered directly to the consumer.

With GGBAILEY's [Design Your Car Mats™](#), your car and trunk mats can be uniquely yours.
Choose carpet and edging colors, add embroidery or a logo, and give your car mats extra protection with a matching heel pad. Your stain-resistant, car mats will be cut to a custom fit, perfect for your vehicle.

Starting From: \$70.00

Beige ⬇



Khaki ⬆



Anthracite ⬇



Pink ⬆



Grey ⬇



Chocolate Brown ⬆

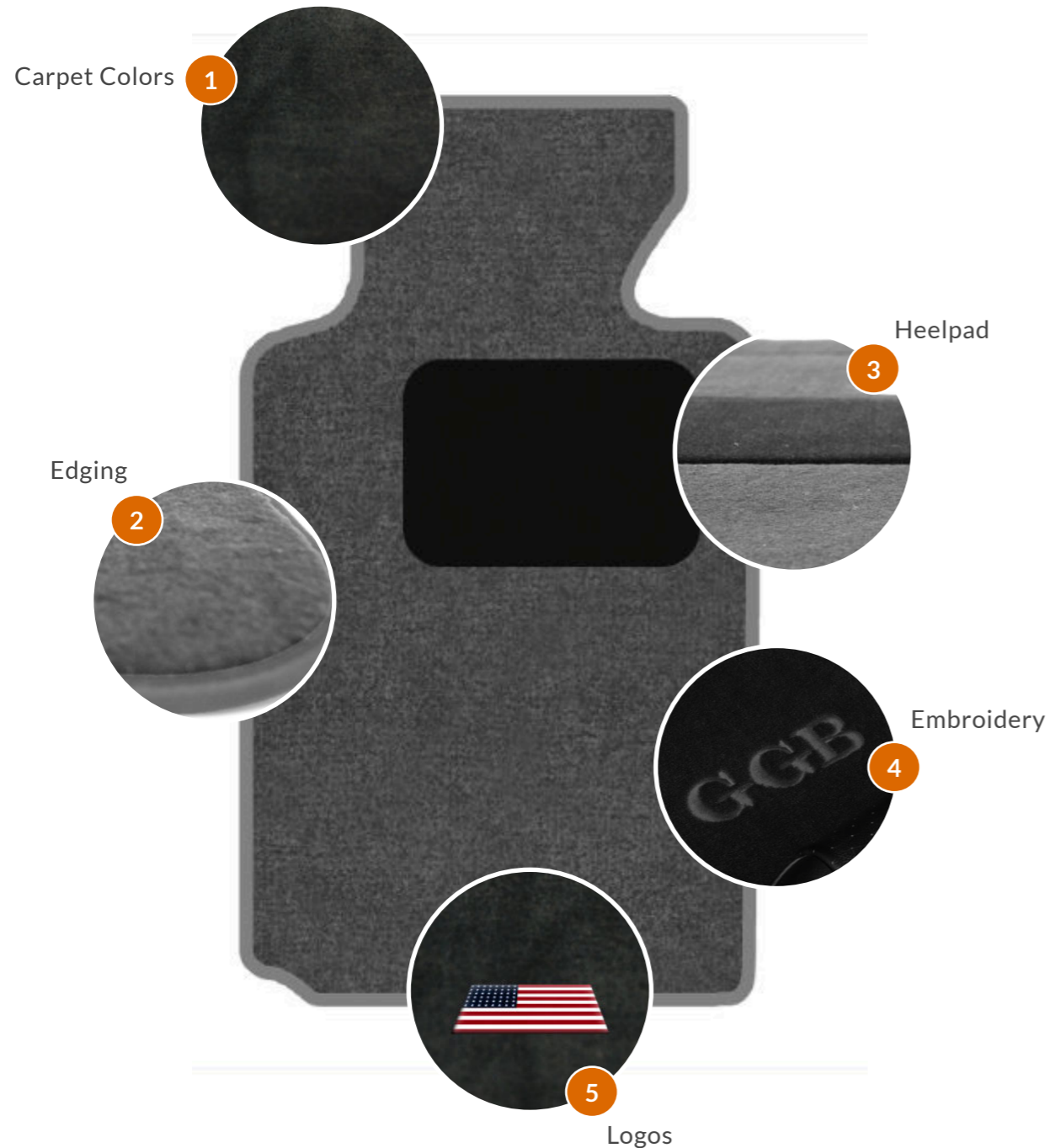


Black ⬆



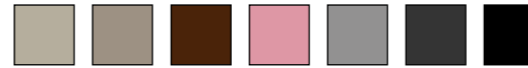
Design Your Car Mats™

You can mix and match carpet designs using our Virtual Car Mat. Our 7 carpet colors are made with stain resistant fibers and have endless combination possibilities with custom edgings, heelpad, embroidery, and logo options.



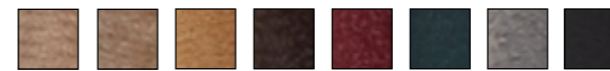
Virtual Car Mat

1 Carpet Color



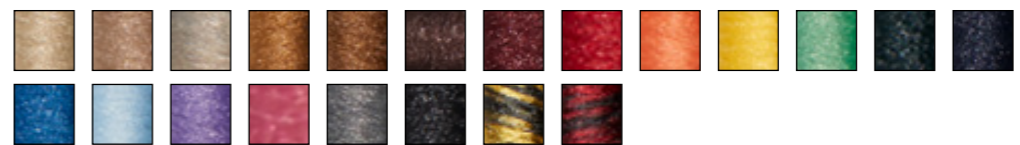
Edging

2A Binding



▲ OR ▼

2B Serging



▲ OR ▼

2C LA Binding



▲ OR ▼

2D Saratoga Binding



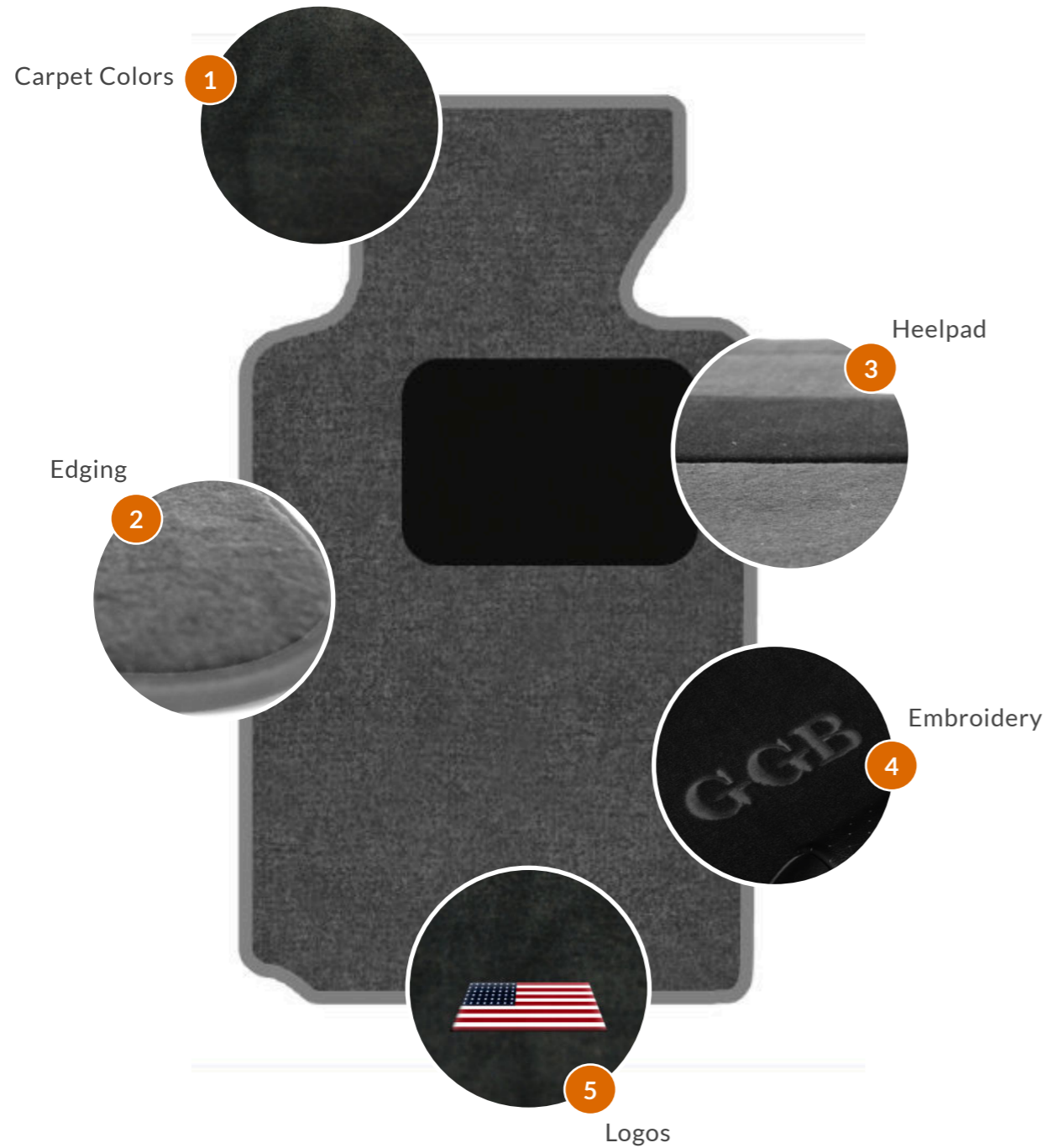
▲ OR ▼

2E Vegan Leather Binding



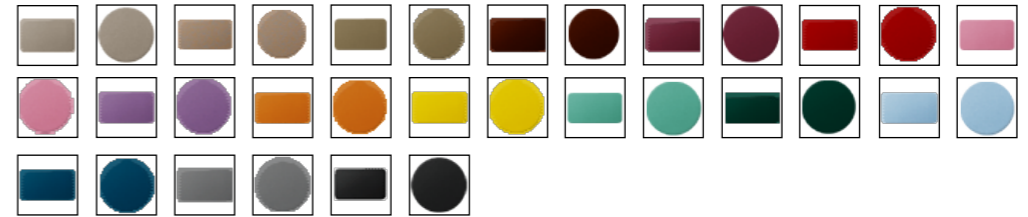
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Design Your Car Mats™



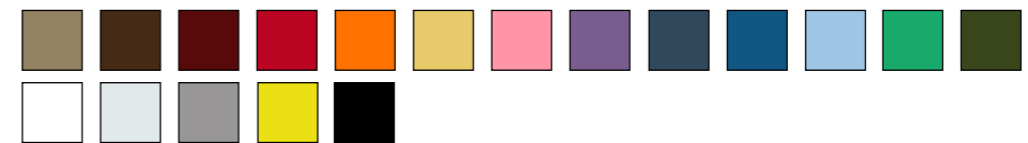
Virtual Car Mat

3 The Heelpad



Personalization (Optional)

4 Monograms and Embroidery



▲ OR ▼

5A RACEMARK Embroidered Logos



▲ OR ▼

5B Non-Profit Embroidered Logos



▲ OR ▼

5C Embroidered Graphics



Classic Coco Car + Trunk Mats

GGBAILEY® Classic Coco Car and Trunk Mats are made from coconut fibers, a sustainable and natural fiber that have been used for decades for their durability, strength and classic appearance. Coco Mats are a woven mat that look great, protect your original carpet, while also hiding dirt.

Proudly made in Switzerland by RACEMARK International, the same global tier one OEM supplier to the finest automotive brands in the world. As the leader in our industry our products are found globally in millions of vehicles.

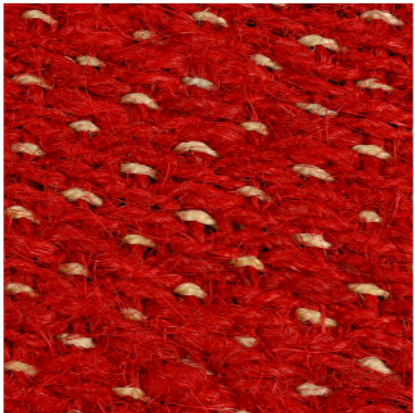
Starting From: \$175.00



Blue-Black-White ⬇



Red-White ⬇



Black-Yellow ⬇



All Natural ⬆



Natural-White ⬆



Blue-White ⬆



Black-Red ⬆

Premium

GGBAILEY Premium Luxury Car Mats are the highest quality, most luxurious custom-fit car and trunk mats on the market. This specially developed automotive carpet is 70 oz weight offered in an array of custom colors with matching premium custom color leather edging.

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Starting From: \$175.00



Linen ⬇️



Saddle ⬇️



Burgundy ⬇️



Champagne ⬆️



Cream ⬆️

continued on next page (1 of 4)

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continued on next page (2 of 4)

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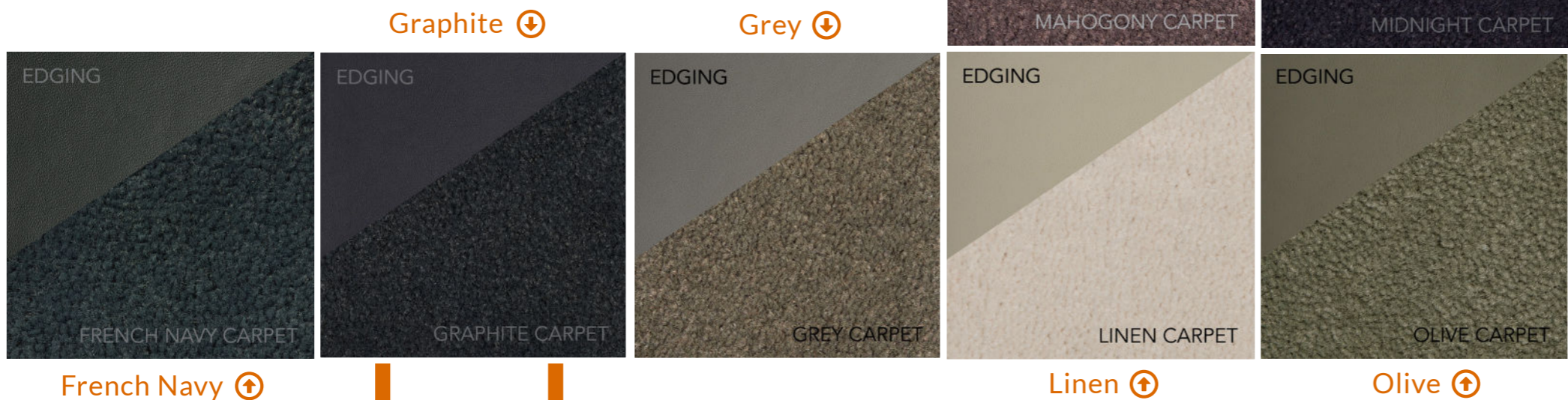
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EDGING

PEAT MOSS CARPET

EDGING

RED CARPET

EDGING

ROYAL PURPLE CARPET

EDGING

SEA FOAM CARPET

EDGING

VENETIAN BLUE CARPET

Saddle ⬇

Spruce ⬇

Red ⬇

Royal Purple ⬇

Peat Moss ⬆

Sea Foam ⬆

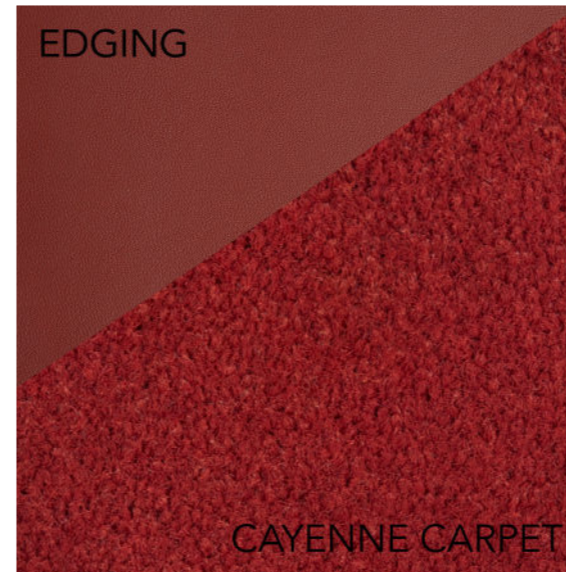
Venetian Blue ⬆

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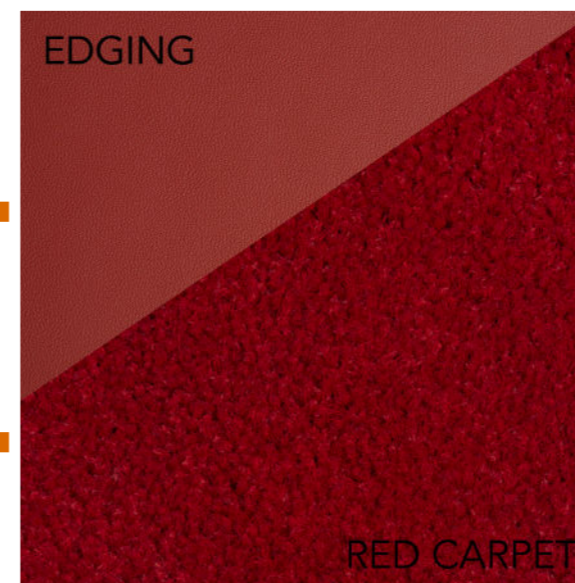


Cayenne ⬆

Cognac ⬇



Red ⬇



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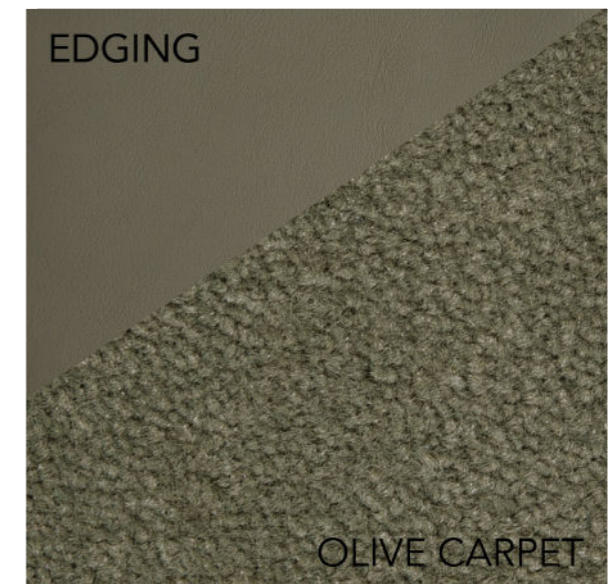
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Forest ⬆

Olive ⬇



Spruce ⬇



Premium

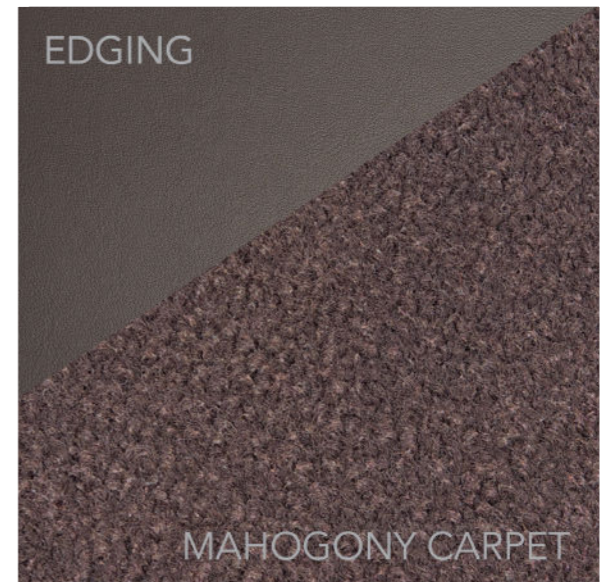
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Burgundy ⬇



Mahogany ⬇



Royal Purple ⬇

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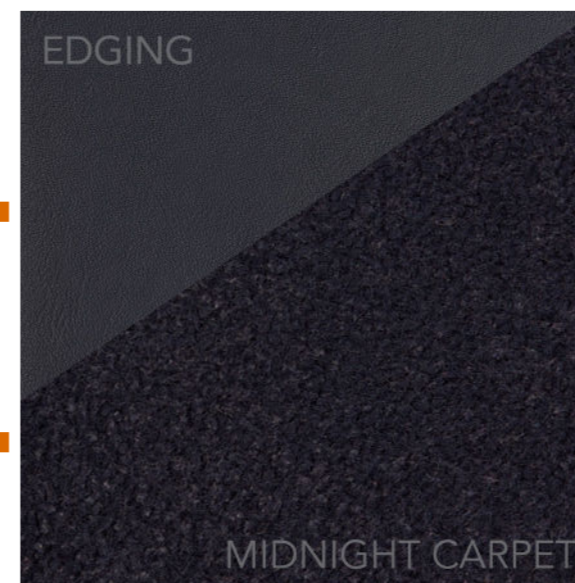


Graphite ⬆

French Navy ⬇



Midnight ⬇

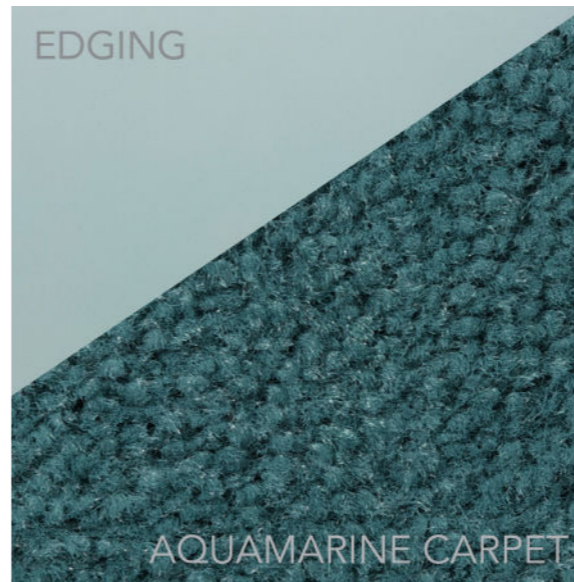


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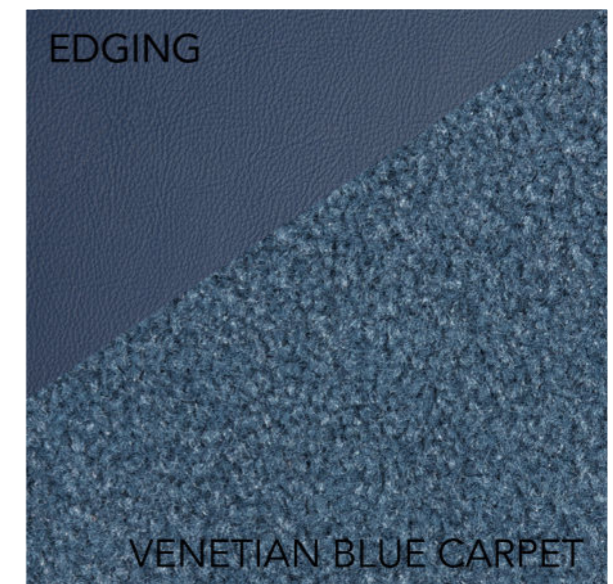
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Starting From: \$175.00



Aquamarine ⬆

Venetian Blue ⬇





CAR MAT DESIGNS

Heelpads

Heelpads are only applied to the driver side mat and are designed to extend the life of your car mat by preventing uneven wear and tear under your heel. It adds extra thick carpet to the heel area of the driver's side mat. You can choose between two styles, a circle or a rectangle, and 16 colors for an extra boost of protection while enhancing your car mat design.



Edging

Edging finishes off the look and keeps the carpet edges from fraying. There are five different types of edging: Serging, Binding, Saratoga, LA, and Vegan Leather. Both the Serging and Binding edges are designed with quality materials; the difference, however, is that binding is a smooth fabric edge, while serging is a stitched yarn edge. We offer some unique edging like Camouflage.



Monograms/Embroidery

One of the finishing touches of personalization is in the embroidery. You can choose to have text directly embroidered onto the carpet. Both script and block fonts are available with your choice between 18 color options. You can choose to add a custom text up to ten characters or select an embroidered monogram.

Logos

We offer embroidered logos such as the pink ribbon logo and many other favorite icons.



Classic

GGBAILEY Classic Car Mats are OEM quality automotive fade and stain resistant 20 oz nylon carpet. Offered in three different colors of Beige, Black and Grey. These custom-fit mats are both luxurious and durable. All mats include the highest quality OEM standard anti-slip automotive backing and are equipped with our patented anchoring system or factory compatible mat anchoring devices.

We will process and ship your order in just 2 business days.

Starting From: \$63.00



Beige 

Grey 



Black 



Universal-Fit

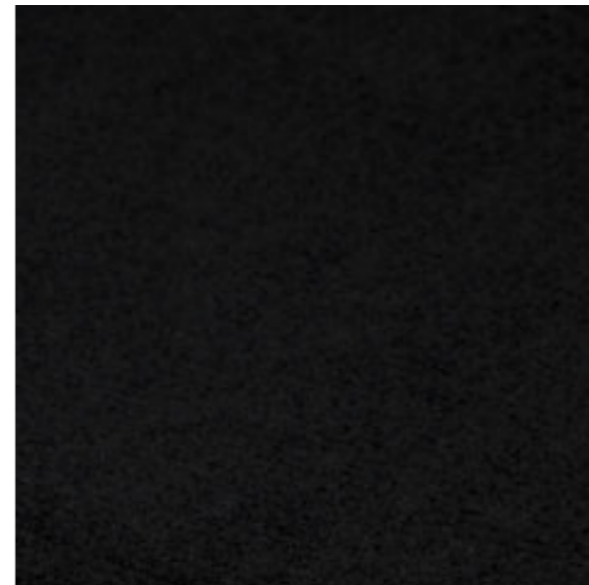
GGBAILEY Premium Car Floor Mats – Universal-Fit Car Mats for Cars, SUVs, Vans and Trucks.

Black stain and fade resistant automotive carpet with a finished serged edge and patented anti-slip backing.

Offered as a 2 piece front set and a 4 piece front and rear set.

Starting From: \$12.50

Black 



For Your Home

There's no need to sacrifice fashion for utility when you can get a GGBAILEY mat that protects your floors in high-traffic areas while adding style that complements your interiors.

Whether your style is traditional, contemporary, or a little of both, you'll find the right fit among our designs of luxury-weight carpet.

Our woven carpets are made with stain resistant fibers, these mats are perfect for kitchens, bathrooms, and entryways. Use them anywhere you want to add style and protection.

Each mat is finished with a matching serged edge and a non-slip backing that's gentle on fine floors — no rug pad required.

Starting From: \$55.00



Red Ishtar [↕](#)



Leopard [↕](#)



Black Oriental [↕](#)

For Your Pet

Pet placemats protect floors and are water absorbent for added protection. The carpet is made from polypropylene fibers to hide stains and is available in 2 sizes: 10.5in. X 19in. and 13in. X 24in. You can easily match your other GGBailey.com Luxury Woven Home Mats.

Starting From: \$18.00



Red Ishtar ⬆

Leopard ⬇



Black Oriental ⬇





Brushing

First, you should remove the piling carpet fibers by simply brushing your car mats to restore their original appearance.



Vacuuming

For general carpet hygiene, vacuum your car regularly.

PROFESSIONAL TIPS



Car Mat Safety

Retention system must be re-engaged if putting through professional car washer.



Washing

Remove spills immediately by using any residential carpet cleaning products. **Important: GGBAILEY mats are not designed for machine washing.

PRESS PAGE

CAR AND DRIVER

Chicago Tribune

InStyle



Robb Report
MAGAZINE FOR THE LUXURY LIFESTYLE™

06

FAMOUS CAR MATS

While we have had multiple spotlights in the press, we have also had many opportunities to manufacture custom car mats for films including James Bond 007 and some very special one of a kind car mats for the Queen of England. Our brand extends beyond your car. We want to help provide style for your lifestyle designing mats and unique products for your home as well.



07
GET STARTED NOW

**DESIGN YOUR
CAR MATS™**

START DESIGNING NOW →

