

Giro[®]

Helmets 101



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WHY SHOULD RIDERS WEAR A HELMET?

Giro helmets come in a variety of colors and styles for every type of rider, and they're known to be so light, cool and comfortable that they practically disappear when you put one on. Since a helmet is the single most effective means of preventing and reducing the severity of head injuries (anywhere from 45 - 88% of cyclists' brain injuries can be prevented by wearing a helmet) there's no good reason not to wear a helmet.

HOW DO HELMETS WORK?

During a crash or fall, the helmet's liner compresses to absorb impact energy so that the brain doesn't move around the inside of the skull with as much force. This reduces the likelihood of the most common brain injuries.

Each part of the helmet plays a role in the overall effectiveness of a helmet:

The Outer Shell

Every Giro helmet features a durable outer shell. Some models use a lightweight In-molded shell made of polycarbonate plastic, some use a hand-made fiberglass or carbon fiber shell. Though each type of shell has specific benefits, they all have the same basic mission:

1. Help distribute impact energy.
2. Help protect against penetration by sharp objects.
3. Help protect the liner from abrasions and knocks during day-to-day use.

The Interior Liner

Giro helmets feature EPS (expanded polystyrene) foam liners. The purpose of the liner is to:

1. Help prevent or reduce brain injury by absorbing the energy of an impact through its own compression or destruction.

Since the liner is designed to compress in the event of an impact, a helmet should always be destroyed and replaced after any serious crash - even if it appears undamaged!

The Straps and Fit System

Giro helmets feature Nylon® straps and adjustable fit and stability systems that are designed to:

1. Fit the helmet comfortably and securely to the wearer's head.
2. Prevent the helmet from coming off the wearer's head during a crash.

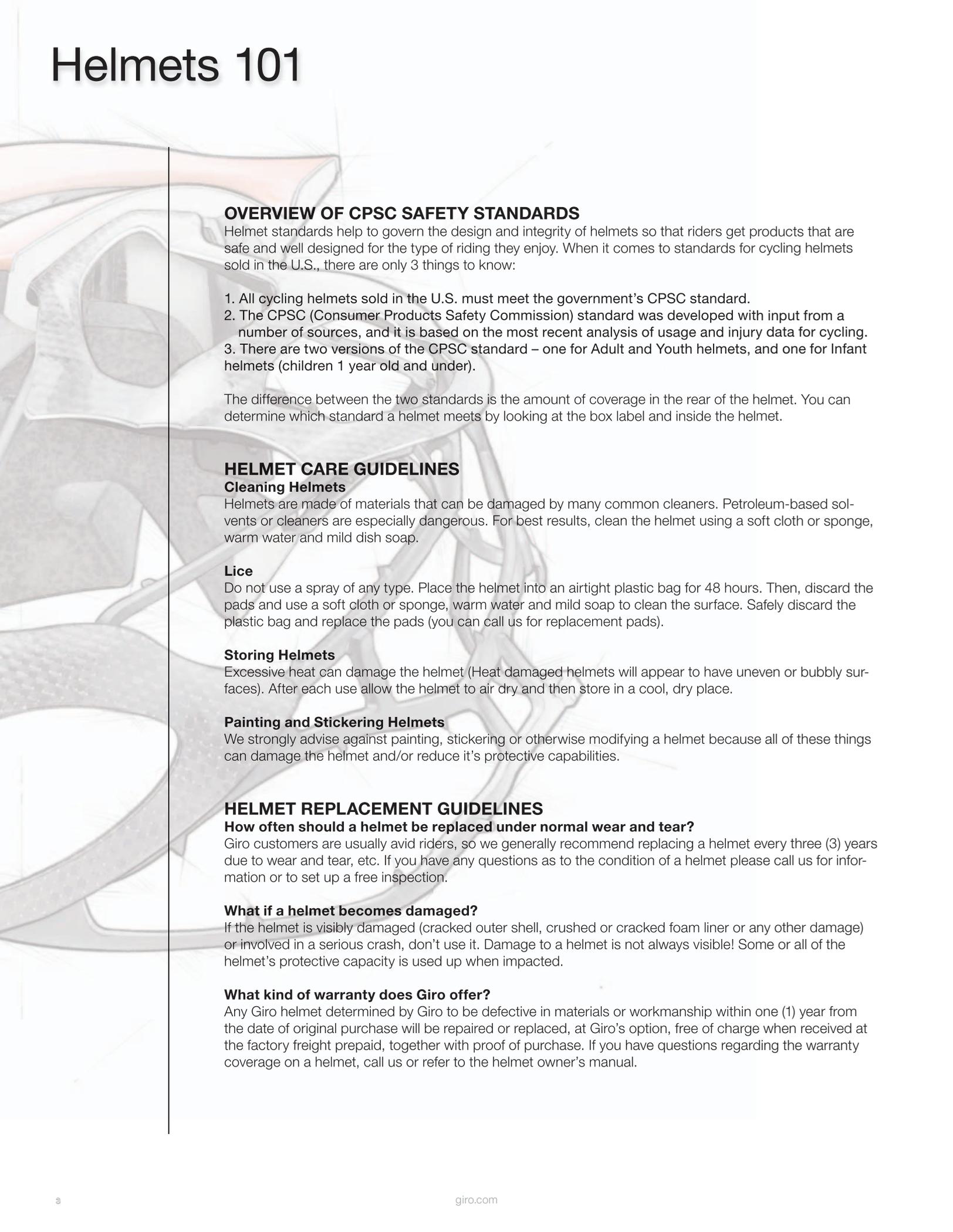
WHAT ABOUT "MULTI-IMPACT" HELMETS?

There are two reasons why we do not claim that Giro helmets are "multi-impact":

1. No helmet, regardless of the liner material used, can offer unlimited multiple-accident protection.
2. There is no way to predict how hard you might hit your head the next time you fall.

It's important to know that a "single-impact" EPS helmet must pass a rigorous series of four (4) high-energy impacts per helmet before it is certified for sale in the US. We also use several different kinds of hazards in the certification tests for our helmets; however, the impacts are not all to the same location. But the bottom line is that if a helmet is involved in any serious impact, the chances are that the EPS has given a part of its life to protect the wearer. That's why it should be replaced, even if it appears undamaged.

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OVERVIEW OF CPSC SAFETY STANDARDS

Helmet standards help to govern the design and integrity of helmets so that riders get products that are safe and well designed for the type of riding they enjoy. When it comes to standards for cycling helmets sold in the U.S., there are only 3 things to know:

1. All cycling helmets sold in the U.S. must meet the government's CPSC standard.
2. The CPSC (Consumer Products Safety Commission) standard was developed with input from a number of sources, and it is based on the most recent analysis of usage and injury data for cycling.
3. There are two versions of the CPSC standard – one for Adult and Youth helmets, and one for Infant helmets (children 1 year old and under).

The difference between the two standards is the amount of coverage in the rear of the helmet. You can determine which standard a helmet meets by looking at the box label and inside the helmet.

HELMET CARE GUIDELINES

Cleaning Helmets

Helmets are made of materials that can be damaged by many common cleaners. Petroleum-based solvents or cleaners are especially dangerous. For best results, clean the helmet using a soft cloth or sponge, warm water and mild dish soap.

Lice

Do not use a spray of any type. Place the helmet into an airtight plastic bag for 48 hours. Then, discard the pads and use a soft cloth or sponge, warm water and mild soap to clean the surface. Safely discard the plastic bag and replace the pads (you can call us for replacement pads).

Storing Helmets

Excessive heat can damage the helmet (Heat damaged helmets will appear to have uneven or bubbly surfaces). After each use allow the helmet to air dry and then store in a cool, dry place.

Painting and Stickers Helmets

We strongly advise against painting, sticking or otherwise modifying a helmet because all of these things can damage the helmet and/or reduce it's protective capabilities.

HELMET REPLACEMENT GUIDELINES

How often should a helmet be replaced under normal wear and tear?

Giro customers are usually avid riders, so we generally recommend replacing a helmet every three (3) years due to wear and tear, etc. If you have any questions as to the condition of a helmet please call us for information or to set up a free inspection.

What if a helmet becomes damaged?

If the helmet is visibly damaged (cracked outer shell, crushed or cracked foam liner or any other damage) or involved in a serious crash, don't use it. Damage to a helmet is not always visible! Some or all of the helmet's protective capacity is used up when impacted.

What kind of warranty does Giro offer?

Any Giro helmet determined by Giro to be defective in materials or workmanship within one (1) year from the date of original purchase will be repaired or replaced, at Giro's option, free of charge when received at the factory freight prepaid, together with proof of purchase. If you have questions regarding the warranty coverage on a helmet, call us or refer to the helmet owner's manual.

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HOW TO GET A GREAT FIT

A helmet must fit right and be worn properly in order to be effective. That's why Giro makes helmets in a wide range of sizes and styles as follows:

Adult Super Fit™ Sizes (Road and Mountain models)

Super Fit helmets are premium helmets. They're proportionally scaled to look great, and the 3 sizes cover 98% of the human population! When combined with our Roc Loc® systems, these helmets offer a truly custom fit and feel for men and women.

L = 59-63 cm

M = 55-59 cm (fits the highest percentage of adults – approx 2/3 of customers)

S = 51-55 cm

Adult Universal Fit Sizes (Sport models)

Universal Fit helmets are a perfect fit for value-driven customers (much like compact frames, Flexfit® caps, etc). Each size is scaled to fit a targeted demographic (Adults, Women, Youth), and when combined with the wide range of adjustment offered by our Dial Loc® system, these helmets offer a near-custom fit and look.

U = 54-61cm (fits most adult men and women)

UW = 50-57cm (fits most adult women and teen girls)

UL = 57-63cm (fits adults with a larger-than-average head)

Youth Universal Fit Sizes (Youth models)

Universal Fit Youth helmets are scaled to fit a targeted age and demographic (Youth, Child and Infant), and when combined with the wide range of adjustment offered by our Dial Loc® system, these helmets offer a near-custom fit and look.

UY = 50-57cm (fits most juveniles and teens)

UC = 50-55 cm (fits most toddlers)

INFANT = 47-52cm (fits most infants)

Fitting helmets for customers is easy. Here's a simple guide to the ABC's of fit:

STEP 1 – Size It

(A) Know your sizes. You can find a list of Giro helmet sizes in this clinic, in the Giro catalog, on the web at www.giro.com.

(B) If the customer doesn't know the size they need, measure the customer by wrapping the measuring tape around their head just above the ears and level front to back. If you're measuring a child, it may be helpful to kneel down. (Note that we size helmets in cm. If you need to convert from inches, multiply by 2.54 to get cm.)

(C) Once you've determined the correct size, put the appropriate helmet on and make sure that it fits the customer's head snugly and comfortably. The helmet should be positioned low enough in the front to protect the forehead. If it does not, replace it with another size or model that does.

STEP 2 - Adjust the Fit and Stabilizing System (Roc Loc® or Dial Loc™)

Giro helmets come with an adjustable fit and stabilizing system. These systems enhance the fit and stability of the helmet, but they are not a replacement for the helmet's straps and fit pads! To adjust the system while the helmet is on a customer's head:

(A) Slide the buttons on the fit system toward each other to tighten the fit, or away from each other to loosen it (Roc Loc and Dial Loc). Or turn the dial clockwise to tighten the fit, or counter-clockwise to loosen the fit (Dial Loc).

(B) The system should grip the head snugly, but not too tightly.

(C) Make sure the customer is comfortable by asking them (or their parent) if the helmet feels secure and comfortable.

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Continued

STEP 3 - Adjust the Chinstrap and Buckle

- (A) Fasten the chinstrap buckle and tighten the straps until the helmet fits snugly. How snugly? The customer should be able to open their mouth wide enough to eat without feeling choked or pinched.
- (B) Make sure the chinstrap is well back against the throat (NOT on the point of the chin) and that the loose ends of the strap pass through the rubber O-ring near the buckle (this helps to keep the strap from sliding loose and/or the helmet from sliding around or coming off accidentally).
- (C) Make sure that customers understand that the chinstrap buckle should be fastened and the strap pulled snugly before riding.

STEP 4 - Adjust the Interior Pads

- (A) The helmet fits correctly when it is held firmly but comfortably in place by the fit system, straps and interior fit pads. The fit pads inside the helmet are held in place by 'hook and loop' fasteners, so you can adjust the fit of the helmet by moving the pads slightly, or by using any combination of the different thickness pads provided with the helmet.

STEP 5 - Check the Fit

- (A) Once you think the proper fit has been achieved, have the customer grab the helmet and twist it to the left and to the right. If the helmet fits, the skin on the forehead will move as the helmet moves. If it does not, the helmet may be too loose. Snug the fit system or try a different size.
- (B) Have the customer grab the helmet and try to remove it by rolling it forward and backward. If they can roll it off the head completely, roll it so far forward that it blocks vision or backward far enough to expose the forehead, it doesn't fit correctly. Adjust the straps and/or fit system and try again.
- (C) If you cannot adjust the helmet to fit properly according to these instructions, **DO NOT USE THIS HELMET**. Replace it with a different size or model.

Once you are satisfied that the helmet fits correctly and that all straps are properly adjusted and tightened, the customer can take a short test ride. Ask them to pay attention to overall comfort and helmet stability while riding and offer to make any adjustments needed to improve comfort or fit. If you have questions about helmet fit, you can call us at (800) 456-2355 or e-mail us at Answer_Desk@bellsports.com.

HOW TO REACH US

Dealer Support

Bell Sports
1924 CR 3000 North
Rantoul, IL. 61866
Dealer Support Tel: 800.969.4476
Dealer Support Fax: 800.888.9009
Dealer Support Email: Answer_Desk@bellsports.com.
You can also contact your local Giro sales representative to get assistance.

Consumer Support

Consumer Support Tel: 800.456.2355
Consumer Support Email: feedback@giro.com

Giro Headquarters

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Email: feedback@giro.com

SIDE B – GIRO UNIVERSITY

GIRO TECHNOLOGY



Roc Loc® 4



Roc Loc® 3



Dial Loc™



In-mold Carbon Reinforcement



Roll Cage™



In-mold



P.O.V.™

Roc Loc® 4

The Roc Loc 4 fit system is the worlds finest. It features separate tensioning and positioning adjustments plus a soft rubber over-molded fit belt that hugs your head in luxury.

Roc Loc® 3

The Roc Loc 3 fit system allows a wide range of fit and positioning adjustments for a secure, custom fit that complements our Super Fit helmet sizes.

Dial Loc™

The Dial Loc fit system was developed in tandem our Universal Fit range of helmets, and offers a wide range of adjustment and extra stability, while simplifying the fit process.

Construction

In-mold Carbon Reinforcement

Our ICR combines the integrity of our internal Roll Cage with an external series of external carbon fiber-reinforced ribs. Together they create a new level of reinforcement – one that's lighter, tougher and cooler than ever before.

Roll Cage™

Roll Cage is a super tough Nylon® reinforcement molded directly into the EPS foam liner of our best helmets. It provides an extra measure of strength and integrity that you'll never notice, unless you need it.

In-mold

In-mold technology is the process of fusing a tough outer microshell to a helmet's internal EPS liner. By fusing the shell with the liner, In-mold helmets are reinforced in crucial areas around vents and ribs, resulting in light, cool and tough helmets.

P.O.V.™

Point Of View visors feature our patented internal clutch, which allows 15 degrees of vertical adjustment and creates a connection that prevents the visor from rattling and coming loose over rough roads and trails.

Women's Series

Looking good is feeling good. Our Women's Series helmets offer great fit, function and performance - with an extra emphasis on colors and graphics that appeal to today's female riders.

Wind Tunnel™

Wind Tunnel ventilation is Giro's proprietary system of internal channels and active vents that force cool, fresh air over and around your head while exhausting heat and stale air out. It's a difference you can see and feel – every time you ride.

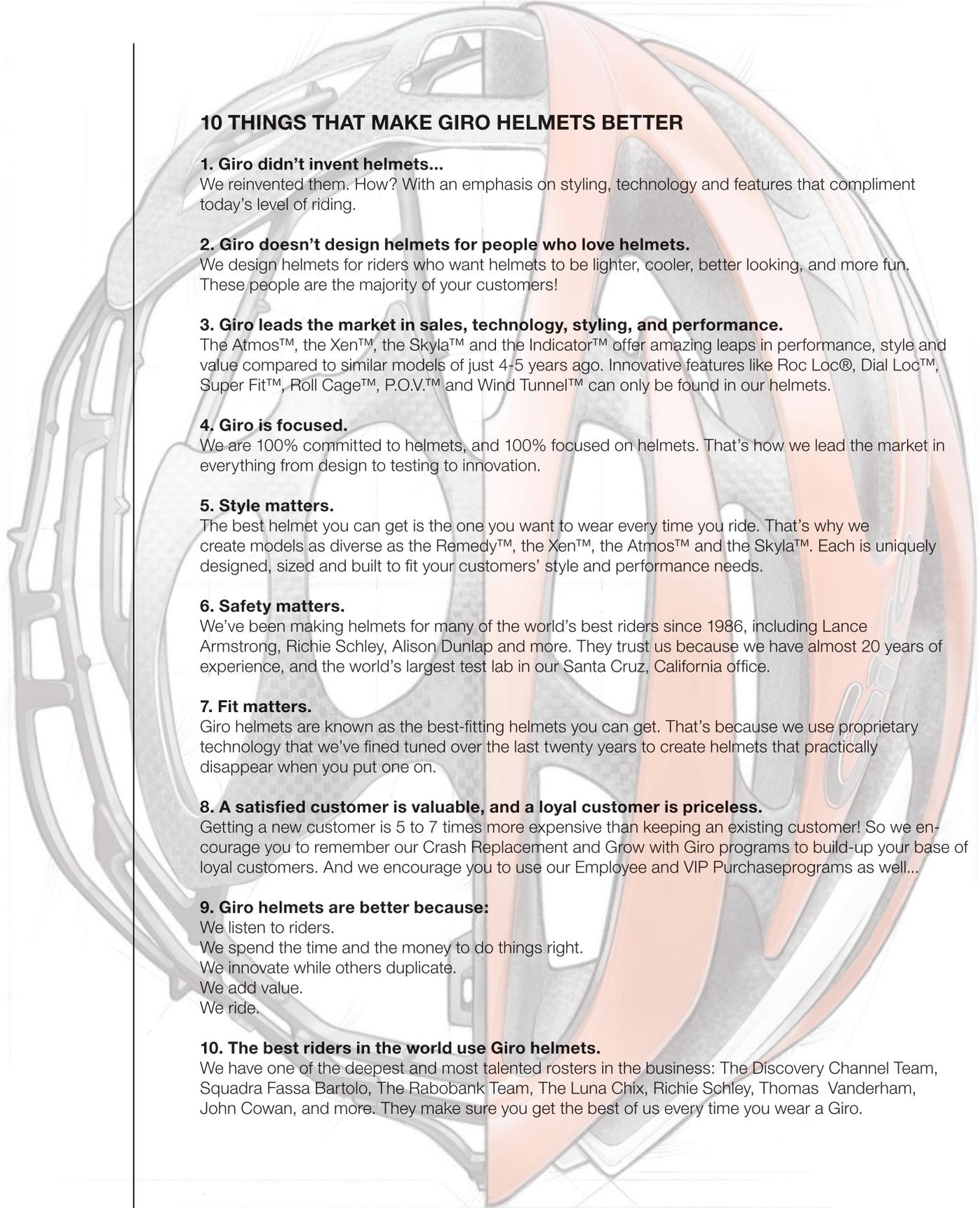
Super Fit™

Our proprietary Super Fit sizing methods allow us to sculpt premium helmets in 3 shell sizes that fit 98% of the human population, while also scaling the proportions to match the body's features. (Most other brands only offer 2 sizes in their best models.)

Universal Fit

Universal Fit sizing combines the science of human scale factors with the art of fit. By targeting specific user groups we can design helmets in a single size that fits 88% of customers, while maintaining the aesthetics and performance that customers expect from Giro.

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10 THINGS THAT MAKE GIRO HELMETS BETTER

1. Giro didn't invent helmets...

We reinvented them. How? With an emphasis on styling, technology and features that compliment today's level of riding.

2. Giro doesn't design helmets for people who love helmets.

We design helmets for riders who want helmets to be lighter, cooler, better looking, and more fun. These people are the majority of your customers!

3. Giro leads the market in sales, technology, styling, and performance.

The Atmos™, the Xen™, the Skyla™ and the Indicator™ offer amazing leaps in performance, style and value compared to similar models of just 4-5 years ago. Innovative features like Roc Loc®, Dial Loc™, Super Fit™, Roll Cage™, P.O.V.™ and Wind Tunnel™ can only be found in our helmets.

4. Giro is focused.

We are 100% committed to helmets, and 100% focused on helmets. That's how we lead the market in everything from design to testing to innovation.

5. Style matters.

The best helmet you can get is the one you want to wear every time you ride. That's why we create models as diverse as the Remedy™, the Xen™, the Atmos™ and the Skyla™. Each is uniquely designed, sized and built to fit your customers' style and performance needs.

6. Safety matters.

We've been making helmets for many of the world's best riders since 1986, including Lance Armstrong, Richie Schley, Alison Dunlap and more. They trust us because we have almost 20 years of experience, and the world's largest test lab in our Santa Cruz, California office.

7. Fit matters.

Giro helmets are known as the best-fitting helmets you can get. That's because we use proprietary technology that we've fine tuned over the last twenty years to create helmets that practically disappear when you put one on.

8. A satisfied customer is valuable, and a loyal customer is priceless.

Getting a new customer is 5 to 7 times more expensive than keeping an existing customer! So we encourage you to remember our Crash Replacement and Grow with Giro programs to build-up your base of loyal customers. And we encourage you to use our Employee and VIP Purchase programs as well...

9. Giro helmets are better because:

We listen to riders.

We spend the time and the money to do things right.

We innovate while others duplicate.

We add value.

We ride.

10. The best riders in the world use Giro helmets.

We have one of the deepest and most talented rosters in the business: The Discovery Channel Team, Squadra Fassa Bartolo, The Rabobank Team, The Luna Chix, Richie Schley, Thomas Vanderham, John Cowan, and more. They make sure you get the best of us every time you wear a Giro.

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THINK SALES – 5 EASY STEPS

Selling helmets can be quick and easy if you have a plan. So here are a few tips on how to get your customers into a Giro and out on a ride quickly.

1. Ask your customer about the type(s) of riding they enjoy.

We make helmets for everyone, from the most aggressive mountain and road riders, to casual commuters, sport riders, weekend cruisers and infants. By getting to know their ride style, you can quickly guide them to the best choices.

2. Ask your customer about the features they want.

Some people want maximum ventilation, some like specific colors or styles, some are driven by price, etc. By asking this question you can also get extra info that makes the buying process easier (like, “I have a BIG head” or “I only want to spend \$40”, etc...

3. Start at the top.

In the long run, customers will appreciate the performance of a premium helmet if they buy one, and they're more likely to buy one if they understand the benefits. Plus, it's easier to work your way down in features and price than to go up.

4. Size 'em up and try it on.

If the customer knows their size, fitting is a snap. If they don't know, offer to measure and fit them to the correct size. (Note: Road and Mountain helmets are available in 3 sizes, and the majority of adults will fit a Medium size. Sport and Youth helmets are available in single Universal Fit sizes that should fit almost all of the targeted customers). Once you have the right size, let them try it on and help with any adjustments. A look in the mirror is also good.

5. Be prepared.

After a good fitting the customer is usually ready to buy and you can close the deal. If you sense they're not ready to buy, try to have a second choice in mind so you can grab it quickly or answer any questions. This saves everyone's time, and reinforces your position as the helmet expert.

