

## PRESS RELEASE

### Safety jacket becomes a fashion item

*Introducing Brembo Life Jacket, the first collection of airbag jackets designed with safety of the urban motorcyclist in mind: protection, plus maximum comfort and style*

**Brembo Life Jacket** is the name given to an innovative collection of jackets incorporating a safety system in the form of an invisible airbag: if an accident should happen, the bag is deployed immediately by an inertia reel device, inflating automatically to protect the upper body. The collection includes jackets of contemporary design — ideal for wearing about town, where motorcyclists need to know they can count on safety apparel that is also elegant and stylish. In reality, it is on city streets that the majority of accidents involving motorcycles tend to occur: in Italy, more than 85% of accidents take place in built-up areas, and more than 75% at a speed of 50 km/h or less.

The **Brembo Life Jacket** responds to the need for protection of the torso — chest and back — and of the neck and head. These parts of the body suffer almost 50% of injuries sustained in motorcycle accidents and, above all, are most seriously affected in the event of collisions.

It is these concerns that are addressed by the range of **Brembo Life Jackets**: **3** models for men and **2** models for women, offered in **6** colours (black, white, blue, red, silver grey and sand mélange). The fabric is Oxford nylon with a Teflon core. All models are enhanced by careful attention to detail, typified by the adoption of ultra tough waterproof zips, with a flatlock fastener that ensures the jacket will not burst open even under stress. All models guarantee a comfortable fit, and up-to-the-minute styling.

### Innovations

The **Brembo Life Jacket** collection is made unique on the international market by a host of innovative features:

- **Activation speed** – airbag inflates fully in **80 milliseconds**. This is achieved through the adoption of the new Brembo trigger, located to the rear of the jacket on one side and operated by the Sabelt inertia reel mechanism, as



well as new and more efficient fluid dynamics. The inflation rate of the airbag is **around 3 times faster** than other comparable products.

- **Invisible airbag** – Brembo R&D design engineers have minimized the dimensions of the airbag and trigger, to the point that the safety system built into these new jackets is hardly noticeable.

All the more reason why the **Brembo Life Jacket** is ideal for city wear, where riders want to feel easy about walking off the street straight into the office, the foyer of a theatre or a cinema, a museum, a restaurant...

- **Light and comfortable** – all models are exceptionally lightweight, even with the airbag system incorporated. The lightest jacket of the range weighs little more than 1 kg, and the heaviest, less than 1.5 kg.

All innovations are protected by patents either granted or pending.

## Partners

The **Brembo Life Jacket** project was developed with input from businesses — operating in a variety of sectors — and academic institutes, working in collaboration with Brembo:

- **CIONTI GROUP** – Brembo Life Jackets are styled, manufactured and marketed under worldwide exclusive license by the Cionti fashion house.
- **HELITE** – French company involved in development and production of the Brembo airbag system.
- **SABELT** – Company of the Brembo Group specializing in passive safety. Designer and developer of the inertia reel.
- **UNIVERSITY OF FLORENCE, Department of Mechanical Engineering and Industrial Technologies** – Conducted an objective assessment of the Brembo airbag device and its effectiveness in mitigating damage caused by road accidents involving motorcyclists. The assessment was carried out using numerical models able to simulate the behaviour of crash test dummies, or Anthropomorphic Test Devices (ATD), and of vehicles involved in the accident scenarios studied. The numerical models examined had been validated experimentally in the context of earlier studies.



## Simple and effective in operation

Brembo decided to develop the airbag, with the aid of its partners, adopting a mechanical activation system — this being the only reliable technology at the present time.

The Brembo Airbag incorporated into the Life Jacket is totally innovative: the system activates immediately when the inertia reel, connecting the jacket to the bike or scooter, is jerked as the result of the rider being unseated suddenly in the course of an accident.

At this point the jacket inflates, filling completely in just 80 milliseconds to protect the entire torso — chest and back — as well as the neck and head.

This ultra-fast activation and inflation — unmatched on the market — is attributable to:

- the inertia reel, developed by Sabelt, which activates the airbag instantaneously when the rider is unseated;
- the new position of the trigger, located on the back of the jacket over the right hip, so as to interact more effectively with the Sabelt inertia reel;
- the new trigger — the actual device by which pressurized gas is released into the airbag;
- the improved rate at which the gas expands inside the airbag, achieved following extensive fluid dynamic studies.

The new Sabelt inertia reel used with the Brembo airbag system has been designed to perform an additional function: when not subjected to any jerking action, it allows the belt to unwind, so that the wearer of the jacket can rise from the saddle without triggering the airbag.

Once activated, the airbag stays inflated for around 60 seconds, before the gas escapes gradually and the jacket returns to its normal fit.

Like all safety products, the airbag system can be checked and tested at an authorized service centre.

From **end-November 2010**, the entire collection will be available at selected fashion stores and motorcycle outfitters worldwide, and purchasable online from a dedicated **e-commerce** site. Price. From 390 to 590 euros.

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