



June 2010

BREMBO HELMETS LAUNCHED ON THE MARKET

B-Jet: The world's first jet helmet with automatic fastener system

Enhanced with new details and colours, the Brembo helmets presented last November at EICMA - the Milan Motorcycle Show, are currently being distributed in stores. Developed by **Brembo in collaboration with Newmax**, the helmets are designed **primarily for urban use**, as the city is the environment in which over 70% of all motorcycle accidents occur in Europe (and over 85% in Italy).

Designed to offer improved safety and comfort as well as great looks, the helmets introduce a number of innovative features for the market, chief among which the new **Automatic Fit Belt** and the unique shape of the visor.

The idea for the new **Automatic Fit Belt** fastener system came from the observation that many motorcyclists and scooter riders put on and take off their helmets many times a day for short urban journeys, often failing to fasten them correctly, or even leaving them unfastened.

To make this easier, the new Brembo helmets have a continuous strap that ends in a winding mechanism. The rider simply presses a single button to tighten the strap perfectly against the chinrest, which locks automatically in the correct position and at the right tension for perfect safety and comfort.

For greater comfort, the strap is broader than straps on other helmets available today – 3 cm wide, to be precise – and is made from a silky skin-friendly material.

The new **Automatic Fit Belt** fastener system, patented by Brembo and Newmax, was developed by **Sabelt**, a member of the Brembo Group and the world's leading designer and manufacturer of safety belts, seats and technical garments for racing.

Last February, the **JPMS** (Journées Professionnelles de la Moto et du Scooter, Lyon - France) awarded the **Urbains category** (products for urban use) of its **"Product of the Year" prize** to the **B-Jet** helmet for its innovative **Automatic Fit Belt** fastener system.

B-Jet is a jet helmet with a light, open look attributable to the unique, slanted design of the dynamic lines of the shell. Its lightweight, high-tech design, styling details and colours are conceived for urban riders who not only demand comfort and safety, but also great looks. Setting the helmet apart is an instantly recognisable signature feature – the **original visor pivot mechanism elegantly cites the shape of Brembo brake systems**.



All Brembo helmets are equipped with **reflectors** at the back to enhance night-time visibility and safety.

Even though it has just arrived on the market, the B-Jet Brembo helmet already offers a brand new feature: an optional pocket designed by Newmax (replacing the standard ear guard) for carrying the **IDI Phone** (*Bluetooth Integrated System*).

The IDI Phone is a wireless communication device **allowing simple and immediate use of a mobile phone or another Bluetooth device, such as an MP3 player or satellite navigation system**, even while riding.

The IDI Phone is internationally patented by Newmax.

Helmet weight: 1.150 Kg

Colours: Matt Titanium with White decals, Gloss White with Silver decals, Metallic Black with gloss Titanium decals, Gloss Red with Titanium decals.

Sizes: XS, S, M, L, XL

Visor in 2 mm thick high optical quality polycarbonate with anti-scratch and antifog treatment.

Shell in technopolymer.

Removable, washable lining trimmed in hypo-allergenic, antistatic technological fabric.

ONU-ECE 22-05 certified homologation issued in Italy.

Brembo helmets are produced and distributed by **Newmax S.r.l.** - Tel. (+39) 0142 64800
www.newmax.it

Helmets will be on sale in Italy, France, Spain, Germany, Britain, the Netherlands, Belgium, Austria, Greece, Sweden, Denmark, Romania, the Czech Republic, Slovakia, Slovenia, Hungary, Lithuania, Poland, Cyprus and Japan.

Brembo SpA

Brembo SpA is the world leader and an acknowledged innovator in automotive disc brake technology. Brembo supplies high performance brake systems to major constructors of automobiles, commercial vehicles and motorcycles worldwide, as well as clutches, seats, seat belts and other components specifically for racing applications. Brembo is also a leader in racing and has won more than 200 championships. Today, the company operates in 14 countries across 3 continents, with 35 production plants and commercial branches, and has a workforce of 5,417 employees (31/12/2009), approximately 10% of which are engineers and product specialists working in R&D. Turnover for 2009 was € 825.9 million. Brembo is the owner of the brands Brembo, Breco, Bybre, Marchesini and Sabelt and also operates through the brand AP Racing.

Newmax

An acknowledged leader in the premium helmet market, **Newmax** today represents the state of the art in innovative design.



Established forty years ago, drawing from the passion of its founder Massimo Spriano, **Newmax** still produces helmets in Monferrato (Piedmont). Since the company's inception, more than 4,000,000 helmets have been shipped from its two plants to over 28 countries.

Quality, passion and innovation have formed the basis of the success of **Newmax** helmets: dependable and stylish companions for motorcyclists the world over. Optimising physical performance is the first priority in the development of each model. The next stage in the process is to select materials that will ensure a perfect fit and comfort for the user. This means that every single helmet is not a simple accessory, but an indispensable aid to ensure the motorcyclist's wellbeing and safety.

The unquestionably superior style of **Newmax** helmets has meant that international renowned brands have chosen the firm as their creative and operative partner. For each of these brands, **Newmax** has created exclusive designs that are perfectly in tune with their image and vision. Some of the best known of these brands are: Momodesign, Pininfarina, Cromwell, Vespa, Piaggio, Moschino, Martini, Ferrari, Borsalino, Vespa, Laura Smith, Ducati, Louis Vuitton, Gucci and Trussardi.

All **Newmax** helmets are certified compliant with ONU-ECE 22-05 safety regulations and all manufacturing processes are ISO 9001:2008 certified.

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