





The 'Biker' – 1975



John Tomac – Sponsored Athlete since 1989

Roy Richter 1914–1983



Dan Gurney – First driver to win in the four major racing categories: Formula One, Indy Car, Sports Car and NASCAR

Bell Helmets: History, Innovation and the Future

When Roy Richter took a part-time job at an auto parts store in Bell, California back in 1933, no one could have predicted that it would help make life safer for millions of people and, indeed, save the lives of thousands. But it did.

The ambitious Richter's passion for motorsports prompted him to buy Bell Auto Parts as well as build and race cars. When tragedy struck and he lost a close friend in a racing accident, Richter committed himself to building safety and protective products. Bell Helmets was born.

Richter's commitment to creating great product through a close connection with

the sport, turned Bell from a one-man operation into a multi-million dollar enterprise. His legacy lives on today in Bell's commitment to racing, quality and innovation.

For a comprehensive history of Bell Sports, go to www.bellbikehelmets.com and click on 'About Bell.'

The Innovation Continues:

Bell Helmets 2002

Exciting new helmet shapes and a host of upgrades and improvements make the 2002 line of Bell Helmets one of our best ever. The new **Ghisallo** high-end Pro Road helmet brings sports car-like styling together with feathery light weight, massive ventilation and top-notch features like our

GPS fit system and Fusion In-Mold Microshell and bottom wrap.

Likewise, the new **Influx** mountain helmet was specially designed for superior active and passive ventilation – attributes anyone who's pedaled a mountain bike uphill on a hot day at single digit speed will appreciate.

Also new and improved are our four entry-level helmets, the **Ukon** and **Arc** for adults and the **Cognito** and **Craze** youth models. They all feature Universal Fit sizing described on Page 3.

The History of Bell: An American Legacy

More world champions have worn Bell Helmets than all other helmet brands combined. From Grand Prix racing through the Indy 500 to Olympic cycling, Bell helmets have played a vital role in protecting sportsmen and women for nearly 50 years.



1923 Former animal trapper and fish cannery worker **George Wight** opens Bell Auto Parts at 3633 East Gage Avenue, in Bell, California, a suburb of Los Angeles.

1933 **Roy Richter** graduates high school and goes to work for George Wight as a pattern maker. He takes up auto racing, driving his friend's Model T.

▮ Richter builds the **Bell Special**, a midget race car dubbed 'Betsy' constructed from parts found in Bell's junkyard. It was the first of many Richter-built race cars and the one he would attempt a short professional auto racing career with. While Roy showed talent as a racer, he eventually realized his calling was designing and building cars and racing products.

1937–41 The Golden Age of **Richter Race Cars**. Richter-built cars win numerous championships, hundreds of races and set countless track records in several divisions.

1945 On July 2nd, Roy Richter purchases Bell Auto Parts. He sells his car and invests his life savings of \$1,000.

The 'Palm Tree' at Bonneville Salt Flats.

1946 Roy's long-time friend, 'Swede' Lindskog is killed in a racing accident. He is Roy's second close friend to die while racing. Roy makes a commitment to work toward creating safer racing products.

1949 The first **Bonneville National Speed Trials** are held at Bonneville Salt Flats, Utah. Bell is there with a truckload of spare parts and a large tent to provide shade for the contestants. Dubbed the 'Palm Tree' the tent would be a fixture at Bonneville for the next 30 years.

1954 Bell begins manufacturing its first helmet – the





'500' – in a garage located behind Bell Auto Parts. Several members of the Lincoln Team, including 1953 and 1954 Indianapolis 500 winner **Bill Vukovich**, wear the helmet during the Carrera Pan-American road race in Mexico.

1955 **Cal Niday** becomes the first driver to wear a Bell Helmet in the Indy 500. On the 170th lap, Niday crashes hard into a wall. He credits the helmet with saving him from more serious injury.

▮ The **Los Angeles Police Department** requires helmets for its motorcycle officers. Bell would eventually supply helmets to more than 800 police departments.

1956 With helmet sales above original projections, the **Bell Helmet Company** is formed.

1959 The first **Snell Memorial Foundation** Standards are released and Bell becomes the first company to pass.

1960 Bell becomes the official helmet supplier to the **US Ski Team**.

1961 Bell's **helmet line expands** to nine styles, including models for hockey, skiing, skydiving, baseball, football, and police and fire use. The ski helmet is adaptable for bicycle racing.

1962 The **500-TX** is selected by the **Museum of Modern Art** in New York for Excellence of Design. Four Bell helmet models are on continuous display at MoMA.

1963 Bell develops the **first full-face motorcycle helmet**.
 ▮ **Parnelli Jones** wears a Bell in his Indy 500 win and **Jim Clark** becomes Bell's first World Driving Champion. The attendant publicity, with the Bell logo being seen all over

the world, was invaluable to the company. At this time the only money paid to drivers was in the form of a contingency to race winners – the only way to get paid, was to win.



The 500 TX

1968 On January 1st, **Evel Knievel** crashes while attempting to jump the fountains at Caesar's Palace in Las Vegas. When he awakens from a 28-day coma, he credits his Bell helmet with helping save his life

1970 The Snell Foundation introduces a bicycle standard. It is so strict that only motorbike helmets will pass, and would be appended in 1973 – along with the first ski and equestrian standards – to become the **1970 Standard for Protective Headgear**.

1971 Unique in motor racing history, **all 33 drivers** at each of USAC's 500-mile championship races – Indianapolis, Pocono and Ontario – **wear Bell helmets**.

▮ **Roy Richter retires**. The 63-year-old is presented with a Yamaha trials bike by his employees, to ensure his retirement isn't too quiet.

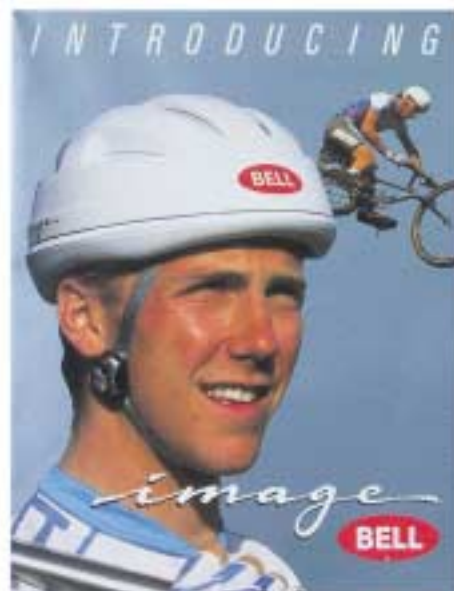
1975 The **first truly effective bicycle helmet** – the **Bell Biker** (see inside cover) – is introduced after two years of prototyping. The first bike helmet with a full expanded polystyrene (EPS) liner, this becomes the standard by which other bike helmets are measured.

1981 Bell introduces products for **anti-ballistic** military and law enforcement use.

1983 July 28th, **Roy Richter dies**, following complications during his second heart bypass surgery.
 ▮ Bell introduces the **V1 Pro**, the **first helmet developed specifically for bicycle racing** – initial shipments to dealers sell out within 14 days.

▮ Bell becomes the official helmet supplier to the **US Cycling Team**.

1984 Bell introduces the **Li'l Bell Shell** for toddlers. The revolutionary design eschews the outer shell in favor of a thick, super protective all-EPS design. Within two years this idea would be taken up by the industry and used in adult helmets as well.



Bell Helmets Firsts and Innovations

1955 First helmet worn in the Indianapolis 500.

1963 First full face helmet.

1975 First true bicycle helmet, the Bell Biker.

1983 First racing-specific bicycle helmet, the V-1 Pro.

1984 First aerodynamic fairing helmet, the Pursuit.

1989 Created and introduced Microshell technology.

1990 Created and introduced In-Mold technology.



The V1 Pro

1 Bell develops the **Pursuit** – the first aerodynamic helmet fairing – for use by the US Cycling Team.

1985 In a significant milestone, Bell manufactures its **one-millionth** bike helmet.

1 Driver of the Century, **Mario Andretti** and his son **Michael**, join the Bell Auto team.

1986 Bell sponsors mountain bike racer **John Tomac** who would go on to win numerous national and international

titles over a remarkable professional career. Bell's relationship with the mountain bike icon continues today.

1 **Michel Vaarten** of Belgium is the first World Champion to wear a cycling helmet.

1989 Microshell technology, a thin composite skin over the foam liner is introduced on the **Ovation**, vastly improving the look of bike helmets. Internal reinforcement rings are introduced.

1990 Bell introduces one of the **most important innovations** in the history of bike helmet design. The **In-Mold Microshell** bonding process, heat seals the liner to the Microshell for better structural integrity and durability. Within 10 years, all high-end bike helmets are made this way.

1996 Mountain biking makes its inaugural appearance in the Centennial Olympic Games in Atlanta

and **Bart Brentjens** of the Netherlands wins the men's gold medal wearing a **Bell Psycho Pro**.

1999 The **Consumer Product Safety Commission** (CPSC) sets a bicycle helmet standard that becomes law in the USA. Any helmets not meeting CPSC requirements are now illegal to sell. Bell – instrumental in setting the standard and even campaigning for it to be stricter for under-five child helmets – is the first company to pass.

2001 Bell receives the highest honor from the **National Safe Kids Campaign** – the Champion Award. Bell's long-term relationship with Safe Kids dates back to 1990 and continues today.

1 Bell introduces the **GPS** – Geared Positioning System – an intuitive fit system that dial-adjusts to a custom fit. Initially introduced on the top-of-the-line X-Ray and Phi helmets, in 2002 it is also available on the new Ghisallo and Influx models.

2002 Universal Fit Sizing

Universal Fit is Bell's new sizing system that uses a single shell size to accommodate a wide range of cyclists. Available exclusively on our Twin Action fit-equipped models, Universal helmets fit the most prevalent 90 percent of the range covered by our three-size helmets.

Fitting helmets has never been easier, simpler or faster. After careful analysis of human scale factors and sales data, Bell developed targeted universal adult, universal youth and universal child ranges.

High-End Helmets: Still Three Sizes

We will continue to offer three shell sizes on our high-end adult helmets as well as two sizes on some of our kids helmets. We

will also continue to offer the Kinghead for the very large brained customer. When taken as a whole, the Bell range of helmets fit more than 98 percent of the population.

What About Styling and Testing?

Universal Fit helmets not only meet the same rigorous CPSC bicycle testing standards all our helmets do, they also meet our own high standards for styling,

ventilation and comfort. You can sell Universal Fit helmets with the same confidence you sell all Bell products.

Helmets with Universal Fit

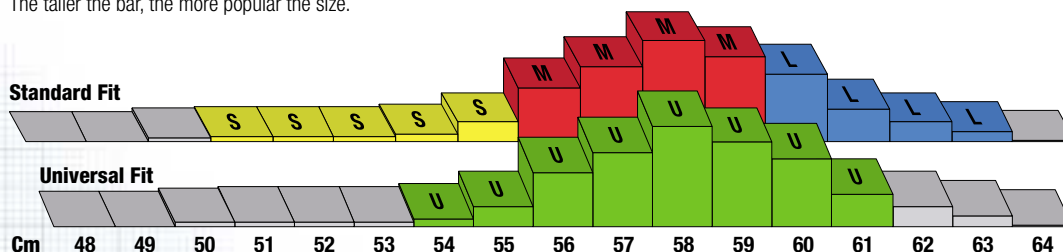
Universal Adult – Aquila, Ukon, Arc

Universal Youth – Cognito, Craze

Universal Child – Amigo

Comparative Size Matrix for Adult Helmets

The taller the bar, the more popular the size.



New wrap labels clearly show size range