



KIRSH Helmets Named Official Helmet of the Sturgis® Motorcycle Rally™

MPN Staff Writers, ADMINISTRATOR

KIRSH Helmets inked a three-year partnership to become the official helmet of the Sturgis Motorcycle Rally.

Sturgis, the largest motorcycle event in the world, has never had an official helmet.

KIRSH Helmets offer riders the most significant change in motorcycle helmet technology in decades, a patented fluid-displacement liner inside a super-hardened shell. Unveiled in 2017, KIRSH Helmets will begin producing and shipping helmets in 2018.

The company's first product is the CHM-1, a half helmet which is available in eight colors.

"Being a major player at Sturgis, an epic event for motorcyclists from around the world, is a part of our launch strategy," said Donny DeVito, president of KIRSH Helmets. "As we grow, we will be a significant part of the motorcycle helmet business and there's no better way to start than to be the official helmet of Sturgis."

The three-year partnership makes KIRSH Helmets the official helmet of the Sturgis Motorcycle Rally through the event's 80th anniversary in 2020.

KIRSH will have a retail location in the City of Sturgis and is actively supporting several major events in the Black Hills of South Dakota, which is home to the Sturgis Motorcycle Rally.

