

# KIRSH Helmets Hires Motorcycle Industry Veteran Steve Piehl to Corporate Strategy Role

ALBANY, N.Y., Oct. 10, 2018 /PRNewswire/ -- KIRSH Helmets today announced the hiring of former Harley-Davidson executive Steve Piehl to lead the startup company's corporate strategy development.

The announcement comes shortly after the company was named a finalist in two major startup funding competitions and after winning the New York Center for Economic Growth's (CEG) Technology Innovation Award.

After a 35-year career at Harley-Davidson Motor Company, motorcycle industry veteran Piehl joins KIRSH Helmets as Vice President of Corporate Strategy. His role will be focused on the company's long-term strategy and helping the company deliver its aggressive plan for growth.

At Harley-Davidson, Piehl led teams in the marketing, communications, and customer experience departments. His assignments included the development and launch of the Harley Owners Group, the company's million-member owners club, and he is a member of the Sturgis Motorcycle Museum's Hall of Fame.

"It's an honor to have Steve bring his extensive experience to our team. He knows the motorcycle industry, he understands customers and he's an experienced leader. Having him at KIRSH Helmets, along with our success in competing for funding and the Technology Innovation Award, positions us well for the future," said Donnie DeVito, president of KIRSH Helmets. "This is an exciting time for our company."

"KIRSH Helmets' revolutionary technology, their aggressive business plan and their desire to be active leaders in the motorcycle industry is what brought me to the company. I'm excited to contribute to the successful launch of their first helmet and their growth plan for the future," said Piehl.

The CEG's Technology Innovation Award was earned for the KIRSH CHM-1 motorcycle helmet. It offers riders the most significant change in motorcycle helmet technology in decades, featuring a patented fluid-displacement liner inside a super-hardened shell.



*KIRSH Helmets Hires Motorcycle Industry Veteran Steve Piehl as Vice President of Corporate Strategy*

Unveiled in 2017, KIRSH Helmets will begin producing and shipping helmets late this year.

**About KIRSH Helmets:** KIRSH Helmets ([www.kirshhelmets.com](http://www.kirshhelmets.com)) is a member of the Impact Technologies family of companies, based in Schenectady, New York. Founded in 2016, KIRSH's patented fluid displacement liner was developed by Jason Kirshon, CEO of KIRSH Helmets. KIRSH Helmets are 100 percent made and assembled in the United States. The company's unique technology and design delivers style, safety, and comfort. SOURCE KIRSH Helmets