

COVERING ALL THINGS

IMPORTANT TO OUR RIDERS



JOIN THE KIRSH

# Revolution

A Letter from the President,  
Donnie DeVito

## THE FUTURE IS NOW.

We are changing the future. Motorcycle helmet technology will be permanently altered with our actions in the next few months. *Jason Kirshon's vision of creating a better helmet for motorcycle riders is becoming a reality.* His grit and determination is shaping the future.

This is a journey of optimism, of spirit and determination *unleashing the power of innovation in America.* Soon the old foam technology of the past six decades will

be *replaced by the science of fluid displacement*, a better technology that will put those old helmets into the trash heap.

With the support of engaged stakeholders from the public sector and the private sector, we've conducted research and development, asked hard questions and always did what is right for our customers. This focus on our customers is the cornerstone of who KIRSH Helmets is and will always be.

Thank you for being here, and for being part of this revolution. We are growing US manufacturing, creating jobs for Veterans and Americans with disabilities.

*This group has great power. By standing by us and demonstrating your patience, we all have begun to write the story of positive change that will be told over the next century.*

Economic value will be created by destroying an old way of doing things. Our Revolution is achieved by delivering the best head protection technology to our customers at a fair price and to provide it in a helmet that looks great and makes their riding experience even better. Our CHM-1 half helmet is just the start.

Donald A. DeVito II, President and COO

# SHIPPING THIS SPRING

First and foremost, we would like to thank all our customers, friends, partners and families for their patience. The journey to get here has been a long one and filled with obstacles that were unseen on our road to bring you the world's toughest DOT-Approved half helmet on the market. *Style, Safety and Comfort* is what we set out to do and we are now pleased to announce that *helmets are in production!* We are convinced that this REVOLUTIONARY technology will make you agree, the KIRSH CHM-1 is the right choice for you. We know you have all been patient and the number one question has been, *"When will I get my helmet?"*

(The Answer, continued on next page)



KIRSH Helmets is pleased to announce that we will bring the...

## 2020 KIRSH PAINTSLINGER SHOOTOUT

to you once again. Join as we celebrate the many talents across the United States. This one is going to be bigger and better than the last.



We proudly displayed our helmets at both the ROT Rally and at Sturgis in 2019 and will continue the trend in 2020. Be on the look out as we bring you sneak peeks into the development of the works of art.

Stay tuned.  
IT'S GONNA BE A BLAST!

## SUMMING UP 2019



DeVito says 2019 was a huge year for them. Just two years after forming and moving into the New York BizLab business accelerator in Schenectady, they have moved from prototyping to production. Check out the clip here: <https://cbs6albany.com/news/local/how-kirsch-is-revolutionizing-the-motorcycle-helmet-industry>





JOIN THE KIRSH

# Revolution

COMING TO YOU THIS SPRING

(continued from previous page)

## THE ANSWER

As we have just mentioned, the first of the helmets are in production even as you read this newsletter. We have been working diligently ramping up our production facility, building our logistics, rebuilding our website (look for this over the next few weeks) and course, producing helmets!

**The wait is over and we will begin to ship helmets this spring (Late March - Early April)!**



PLEASE NOTE: Our CHM-1 Size Medium will be the first size to ship to our prepaid pre-order customers and dealers. Other sizes will ship shortly after that. For our pre-orders, we ask that you visit our website ([www.kirshhelmets.com](http://www.kirshhelmets.com)) and recheck your order for sizing information. The demand is high and we will begin shipping as soon as our helmets come off the assembly line. For UNPAID PRE-ORDER customers, you will have to go and secure payment to be placed into the initial shipping queue. If you are unsure please send a message to:

[customerservice@kirshhelmets.com](mailto:customerservice@kirshhelmets.com)

KIRSH's website will be continually updated as we sign new dealers, which will allow you to go test ride one of our amazing helmets for yourself.

Again, thank you for your patience and we can't wait to see you in one of our lids!

From all of us at KIRSH Helmets....

**ENJOY THE RIDE!**

## KIRSH DISPLAYS AT THE NYS HIGHWAY SAFETY SYMPOSIUM

This was KIRSH Helmets first exposure of our life saving technology to a large group of traffic safety professionals including; NHTSA, GTSC, NYSP, NYSACOP and NYS Sheriff's Assn., along with county traffic safety educators in NY. Our presence lead to



an immediate partnership with NYS Governor's Traffic Safety Committee (GTSC), including the donation of a KIRSH CHM-1 Demo Helmet, which will be used in a statewide training project involving local police!

As the result of a raffle held during the NYS Highway Safety Symposium in Albany, NY, KIRSH awarded a special "Thin Blue Line" tribute Helmet (one of two) to PO Robert McDermott, Town of Clarkstown Police Department.

KIRSH Helmets also presented the NYS Police, Troop G Latham a special NYSP "thin blue line" tribute helmet honoring fallen members of the NYSP. We have also delivered a Kirsh CHM-1 Motorcycle Helmet to the New York State Police Academy as a training tool for New Recruits Enabling them to identify a low profile DOT approved helmet versus illegal non- DOT novelty helmets! (Picture below from left to right: The special "Thin Blue Line" Helmets painted by Krambo's Custom Designs, KIRSH's own Brad Swartz with GTSC Motorcycle Specialist Vanessa Waldron, and just outside NYS Police Headquarters)



## Here was the dedication....

At KIRSH Helmets, an all-American, New York-based safety equipment company, we have a culture based on respect for those who serve. More than half of our staff and advisers have served in the U.S. Military, as well as State and Local Law Enforcement. We believe that first responders and law enforcement officers are critical to our society, as do so many of our customers and our compatriots in the motorcycle industry.

In recognition of those who serve society through their careers in law enforcement, and especially for those who have lost their lives doing so, we offer this custom-painted prototype KIRSH Helmet to be placed in the Latham Headquarters of NYS Police Troop G along with the other memorabilia honoring our fallen officers.

We offer them, and all of the officers here today, our deepest appreciation and respect. Thank you.

Donald A. DeVito II  
Co-Founder KIRSH Helmets







COMING IN  
2020

# TECH MEETS TECH

## NOW YOU CAN STAY COOL ON EVEN THE LONGEST OF ROAD TRIPS

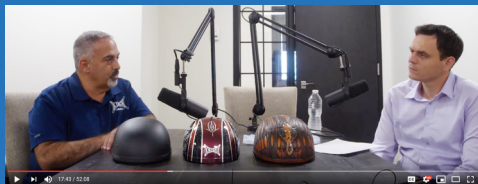
KIRSH Helmets is proud to announce it's partnership with **Modular Thermal Technologies, LLC**. We are developing a unique cooler bag that will hold an additional FDL™ liner and use the most amazing cooling pack technology. Thanks to its patented "Points of Cold" Technology, **CryoMAX® Cold Packs** provide up to 8 hours of pure cool relaxation. On average, the 10 leading brands of cold therapy products exceed 40° F in less than 2 hours – at which point it's back to the refrigerator for another low-tech block of ice. But you can't bring your refrigerator on your ride (well, maybe you can but we definitely don't recommend it).

Enjoy up to 8 hours of physical comfort, peace of mind, and uninhibited cooling with this amazing tech and our additional liner. As one FDL™ liner starts to lose its cool, switch it out with the next liner that has been cooling in our **KIRSH KOOL PACK BAG**. The best part, if you have muscle pain you can use the KOOL PACK on those aching joints (do not apply directly to skin - please read the directions before using your KOOL PACK.)

The **KIRSH KOOL PACK BAG** and **KOOLING PACK** will be available online and at dealers near you. Keep a look out on our website!

## WHY HAS KIRSH WAITED UNTIL NOW TO PUT OUT THE CHM-1?

As many of our customers and fans know, we've faced a major obstacles head on (no pun intended). When we were faced with them, there was an easy solution; skimp on quality, produce components overseas, and rush to market. However, we would not sacrifice quality and performance to bring this helmet to the public before it was ready. We are ecstatic to now be in complete production and getting ready to ship out what we believe is "WORTH THE WAIT". Want a better understanding of why? Take a look at this podcast video with KIRSH's COO Don DeVito.



<https://www.youtube.com/watch?v=cwfuUIQr3tQ&t=7s>



The KIRSH TEAM  
Continues to grow...



### AARON LYND'S

CFO

Aaron joins our team as KIRSH's Chief Financial Officer. As CFO, Aaron is charged with helping KIRSH source the right financing vehicles to fuel our continuing growth as well implementing the financial controls to optimize expenses and prevent financial

leakage. Aaron is a global, Fortune 100 financial executive with deep background developing and executing market value, revenue, margin, and cash flow growth strategies in \$500 million to \$15 billion organizations. Expertise across a large number of industries, technologies, and national/local cultures.



### DR. THOMAS FEIST

PROGRAM MANAGER  
MANUFACTURING OPERATIONS

Dr. Thomas Feist is a graduate of Williams College and the University of Pennsylvania, where he received a Ph.D. in Materials Science and Engineering.

Following a series of technical and project management roles in DuPont and the General Electric Company, he served as General Manager of GE Healthcare's Digital X-ray Detector business and then as General Manager for Advanced Manufacturing Engineering for GE Healthcare. After retiring from GE, Tom has been consulting with several high tech start-ups. As KIRSH's Manufacturing Operations Program Manager, Tom's charge is to ensure that KIRSH quality – as we scale up production for the CHM-1, and as we introduce other revolutionary helmets types into the market, will always be second to none and produced in an ultra-efficient manner (as you would expect from an All-American made product!).



### FRANK A. ROMEO

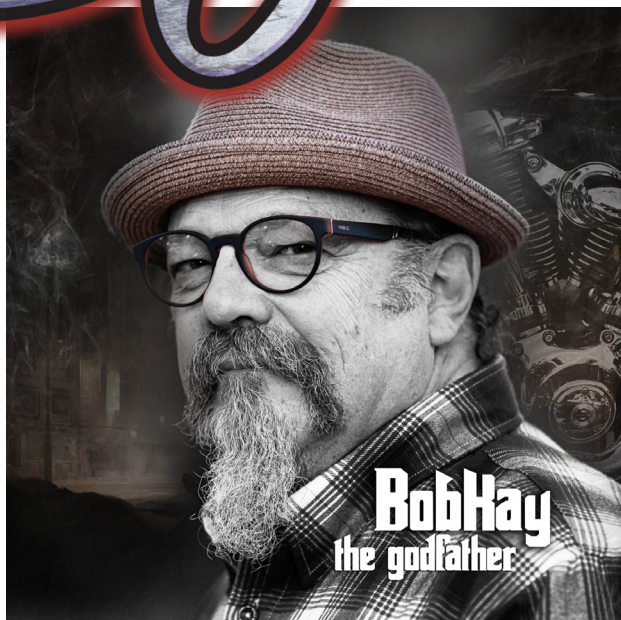
VP BRAND & MERCHANDISING

Frank brings 25 years experience in brand development, graphic design and advertising. His role is to create, maintain and execute a consistent blend of art and commercial design over KIRSH Helmets brand as well as develop unique and

practical merchandise for KIRSH's valued customers. Frank will be responsible for additional products in the non-helmet lines as well as maintaining the e-commerce platforms.



# Shout Outs



## Longtime builder and custom culture advocate Bob Kay is doing his thing...passing on the passion!

After putting nearly 50 years of his life, heart and soul into the industry, Kay's beginning to start finding people to whom he can pass on the custom culture torch. "Next spring I'll start turning the AMD shows over to Kevin Dunworth," Bob confided, "and I'll be there to back him up and help him, but this is the right thing to do for the future of the industry. In 2020, I'll be taking four custom builders to Germany for the AMD World Championship where they'll be competing against the best in the world. I'll still be there, but Kevin will be in charge. And while I'll still be doing the IMS shows for a couple more years, I'll be looking to turn things over to someone else eventually who's motivated to share the passion." "I often talk about worshipping at the altar of internal combustion. Cars, boats, bikes...making them go fast. A lot of younger people don't have that passion anymore. Pass on the passion, that's what I want to do!"

(Taken from ThunderPress.Net The Journal of American V-Twin Community. Read the whole article at: [https://thunderpress.net/file\\_sub\\_one/the-godfather/2020/01/29.htm](https://thunderpress.net/file_sub_one/the-godfather/2020/01/29.htm))

**WE AT KIRSH HELMETS SALUTE YOU!**

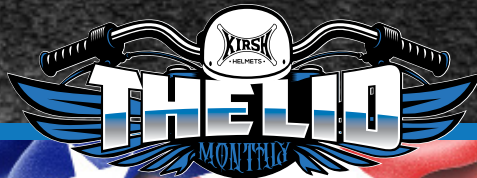
### KIRSH HELMETS

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EMAIL: [customerservice@kirshhelmets.com](mailto:customerservice@kirshhelmets.com)

WEB: [www.kirshhelmets.com](http://www.kirshhelmets.com)



## Event Tracker



### 79th Daytona Bike Week

DAYTONA BEACH, FLORIDA

MARCH 6-15, 2020

[www.officialbikeweek.com](http://www.officialbikeweek.com)

The beach has hard-packed sand where driving is permitted in designated areas.

Near the boardwalk's rides and arcades, Daytona Beach Bandshell stages free summer concerts.



### Donnie Smith Bike & Car Show

SAINT PAUL, MN

MARCH 28-29 2020

<http://www.donniesmithbikeshow.com/>

The 33rd Annual Dennis Kirk Donnie Smith Bike Show, enthusiasts from all over the country will be flocking to the 2020 Donnie Smith Bike Show & Swap Meet, and Vendors of all types, the largest custom bike show in the Midwest.



### Arizona Bike Week

SCOTTSDALE, ARIZONA 85260

APRIL 1-5, 2020

<http://www.azbikeweek.com/>

Arizona Bike Week is the biggest motorcycle event in the Southwest! Mark your calendars, April 1st-5th, to see all the hundreds of world class vendors, stunt shows, live music, demos, exhibitions, contests and bike shows.



### The Handbuilt Motorcycle Show 2020

AUSTIN, TX 78704

APRIL 3RD - 5TH, 2020

<https://revivalcycles.com/handbuilt-motorcycle-show/2020>

As The Handbuilt Motorcycle Show enters its 7th year, Team Revival is more pumped than ever about what has become one of the biggest gear-head weekends anywhere.



### Laughlin River Run Rally

LAUGHLIN, NEVADA 89029

APRIL 23-25, 2020

<https://laughlinriverrun.com/>

Laughlin is a gambling town so some of the attractions are what normally is happening in the town. For instance, there are the casinos, night clubs, and bars. Also, there is riding on Route 66 and in the Colorado River area.



### Leesburg Bikefest

LEESBURG, FLORIDA

APRIL 24, 25, 26 2020

<https://www.leesburgbikefest.com/>

The World's Largest 3-Day Motorcycle and Music Event packed into 30 blocks with 55+ Concerts, 200+ Vendors, 6 Hotbody Contests, Amazing Bike Shows, Stunt Shows, 7 Venues and lots of fun!