



## RECENT EFFECTS OF COVID-19 ON KIRSH and SHIPPING HELMETS



### #1 QUESTION RIGHT NOW: WHAT'S UP WITH SHIPPING?

Here at KIRSH, we were just about ready to start shipping this past April 17th but got delayed due to the COVID epidemic. The first run of our medium-sized helmets and liners were completed but a few small parts were not assembled into the helmets. These manufactured parts from the states of New York and Massachusetts come from vendors that had to stop their normal everyday operations or were asked to make items for first responders (masks, ventilator parts, etc.). All their customers were put

on temporary hold (including KIRSH). They are only now beginning to return to their normal everyday operations and have informed us they have started to ship out the parts for us to complete those helmets. The delay has put us about a month and a half behind our target ship date. We now anticipate Mediums will ship around the end of the month and early June followed by the Large-sizes about shortly after that.

First, we would like to thank you for your patience and tell you what we have done to help people in the state of New York (the hardest hit in the country). Once we got word of the delays, we decided to help as well in anyway possible. Any new helmet ordered in the month of April and May, we will donate \$20 per helmet to the United Way NYC.

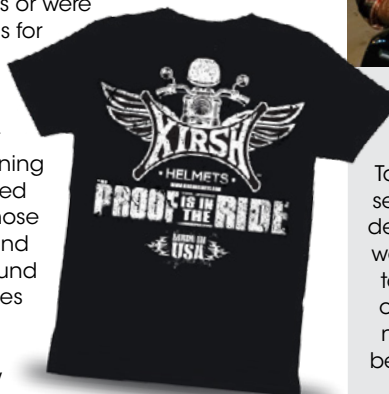
The proceeds will help hundreds of thousands of food insecure New Yorkers obtain emergency food from soup kitchens and food pantries that remain open and have food available. It provide bundles of technology and school supplies for families whose children are currently unable to participate in the City's remote learning plan. It will provide critical resources to emergency food providers that serve thousands of people across the city, including laptops to connect vulnerable New Yorkers to essential benefits, grant monetary assistance to unemployed, hourly-workers who have for lost wages in order for them to make ends meet during this crisis and provide safety supplies for those on the front lines, like masks and gloves. Your orders are helping!



**A NOTE TO OUR PREORDERS:** Just to say **THANK YOU** for hanging in with us, we are offering **PRE-ORDERS** a free t-shirt as well. We have touched base with many of you already however, if you did not reach out to us **AND** have **PREPAID PREORDERED** helmet, please send your order number and size request for your shirt to [customerservice@kirshhelmets.com](mailto:customerservice@kirshhelmets.com).

Also, the sizing has been adjusted since this time prior to last year. Some of our customers who fit in a large are actually opting for a medium since the sizing is not typical of that of a traditional foam helmet. Mediums fit a head size between 21-23". This is not only important for sizing but, mediums are the first to ship.

All we can ask is you hang in just a bit longer and we promise the wait will be worth it.



United Way  
of New York City



## DEMO RIDES

Take a look at our YouTube Channel to see what Chance Fuera said about his demo ride with a KIRSH helmet. Chance was our "Helmet Winner" for allowing us to use his experience for our beta F2F campaign/contest (see further in this newsletter for details on how you can be featured too!). Click on the YouTube icon below to see the video.



"Chance" who recently got to experience a KIRSH motorcycle helmet on a demo ride in Florida. Just listen what he had to say after just one ride with this amazing new technology. Want to demo one of these yourself? Send us an email at [customerservice@kirshhelmets.com](mailto:customerservice@kirshhelmets.com) and find out how you can get into one and learn why, "the PROOF is in the RIDE"! Video by #DrivenMarketingSolutions.

### WANT TO DEMO ONE FOR YOURSELF?

Ask your local dealer to get in a KIRSH Helmet for you to demo?

If your Dealer becomes a Certified KIRSH dealer we will send you a KIRSH SWAG BAG filled with lots of great items!





## ABOUT THE COVID-19 COMMUNITY FUND

In its over 80-year history, United Way of New York City has established and administered several funds to support crisis situations in our community, including the 9/11 Fund and the Hurricane Sandy Relief Fund. The COVID-19 Community Fund's objective is to provide resources to our partner agencies and those community-based organizations working with people and communities who are disproportionately impacted by the coronavirus and the economic consequences of the outbreak.

KIRSH Helmets has joined forces with Wolf Pack (Wolf Pack App) to get the word out to support the United Way NYC and their efforts. Until the end of the month, together, we will be offering this t-shirt to help those that have been hit hardest by this pandemic. PLEASE SHARE with your friends, colleagues and family. Let's get through this and Get There, Together. There are only a few left of these and we will not be reordering them once they are gone. Please order and help support the cause.



**ORDER TODAY AT**

**WWW.KIRSHHELMETS.COM**

**ALL PROCEEDS WILL GO TO**

**THE UNITED WAY NYC COVID-19 FUND.**



## KIRSH HELMETS

### MY FIRST RIDE WITH A KIRSH HELMET

My first ride using a KIRSH CHM-1 helmet riding my Honda Monkey to work today! This helmet is rock solid and comfy on my head at any speed with no lift whatsoever!! No tugging on the chin strap to make it tighter like styrofoam lined helmets. Head turns are the same, stable at speed. This bike does not have a wind screen, so wind noise should be countered with ear plugs. I will try this helmet again next week with my adventure bike which has a tall windscreen with a quiet zone, (so quiet you can listen to satellite radio with shield open). So, I'll report on that aspect after the ride. The low-profile and small diameter of this helmet makes it amazing from a fashion viewpoint, (no "mushroom" top), and the fluid liner will dissipate energy away from brain in the event of a crash: win-win! Contact KIRSH Helmets to find a dealer near you and "get in the wind" with one of their beautiful low profile helmets and protect your brain while looking good!! Love it! - Brad



## WE'LL BE THERE

The World's Only Biker Rally on a Cruise Ship has sailed the high seas since 2003, bringing together motorcycle enthusiasts from around the world for one-of-a-kind adventures to the Caribbean, Mexican Riviera and Alaska.

The rally cruises were founded by Dean and Debbie Anderson,

high school sweethearts who married in 1973. Tragically in 2012, Debbie died of cancer, but her legacy lives on through the High Seas Rally and its Dialysis Fund, created to raise money to pay for bikers or their immediate family or friends who are battling kidney failure to sail on the rally cruises. In 2015, Dean met Susan who stepped in to save not only Dean but the cruise. Dean and Susan later married and continued to be the sole developers of the rally through the 2019 sailing.

For the 2020 sailing and beyond, Dean and Susan teamed up with Entertainment Cruise Productions, the world leader in live entertainment at sea, to ensure the High Seas Rally lives on.

This definitely ain't no copycat rally! So batten down the hatches for a totally different, fun-filled rally outside the box. You won't be able to wipe the smile off your face because the High Seas Rally keeps gettin' better!

**MEET THE KIRSH TEAM and  
Check out our lids!  
We will be posting more  
info on this event as it  
draws closer.  
STAY TUNED!**





# HOW DO I DEMO RIDE?

## ARE THERE DEALERS NEAR ME?

KIRSH Helmets is continually looking to sign-up dealers in near you. If your dealer doesn't carry KIRSH Helmets, Ask them to give us a call and we will ship out a helmet to them for your to experience why we say... THE PROOF IS IN THE RIDE. Not only will you, your friends and your family get to try out one of our revolutionary helmets but if that dealer becomes a certified KIRSH store, then we will send you a KIRSH SWAG bag full of awesome goodies. So, don't wait and have them call today. (you must have the dealership confirm your involvement with them signing up)

THE  
PROOF  
IS IN THE  
RIDE



## WHAT IS THE FOAM TO FLUID EVENT?

We want you to break the mold of using those traditional EPS Foam helmets (that you currently wear) and get into a KIRSH Revolutionary CHM-1 with our patented Fluid Displacement Liner. It's simple. Purchase a CHM-1 or demo it at a local dealer. Test-drive it. Then, send us a video of your unique riding experience. If we use it, you'll receive an official F2F (Foam to Fluid) Tee Shirt and a chance to win a KIRSH CHM-1 Helmet in one of the 5 standard colors. If your dealer does not carry KIRSH Helmets, tell them to get one in and you could also win a KIRSH HELMETS SWAG BAG. See details above.



## THE 2020 OFFICIAL HELMET OF THE STURGIS MOTORCYCLE RALLY

KIRSH HELMETS

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## KIRSH TEAM HIGHLIGHTS



### JASON KIRSHON

CEO/CO-FOUNDER  
THE MAN BEHIND THE VISION

Co-Founder, CEO, & technology creator. With more than 20 years working with silicones, plastics & carbon fiber applications he is the inventor of the Fluid Displacement Liner that is used inside the

helmets. Jason has been working on this venture for the last 7 years, having begun the development of the liner in 2011. He is an avid motorcyclist himself and noticed a gap in the market for safe helmets that provide style and comfort. Jason Kirshon knows what he likes in a helmet. "The style, the performance and the comfort," according to Kirshon.

For Kirshon, the helmets made today just don't cut it. He said they're either too big or don't offer enough protection. So years ago, the Lake George native set off on a mission to create the perfect helmet. After eight long years of research and development, Kirshon has made a more effective helmet.

The helmet called "Kinetic Impact Reactive Safety Helmet" uses patented silicone technology to reduce impacts during crashes. Kirshon hopes that it will change the motorcycle industry forever.



### JOSEPH VENGEN

PRODUCT/DESIGN TECHNICIAN

Joe is responsible for materials research and engineering for continuous product development with a strong focus on product design. Joseph assists Jason on developing the helmet while also conducting the impact tests. Joe says "We

are constantly thinking of the next amazing design for our riders. We can't wait to bring the next big helmet to the market. It's going to be incredible. Like nothing you have ever seen."



### EVAN VENGEN

PRODUCT/DESIGN TECHNICIAN

Evan conducts materials research and engineering for continuous product development and he maintains robotic operations responsible for manufacturing the Fluid Displacement Liner. Evan makes sure that all the equipment operates at

optimum performance. "We take pride in making sure that each and every liner is perfect before we put it on our riders."