

COVERING ALL THINGS

IMPORTANT TO OUR RIDERS



THE PROOF IS IN THE RIDE

We are DESTined to see you soon!

As you've seen in previous newsletters, KIRSH Helmets has grown significantly and accomplished a great deal here in 2021. And we're far from done!

One of the most exciting efforts that is well underway and will continue to accelerate rapidly thru the rest of 2021 and throughout 2022, is the work of our **Dealer Engagement and Support Team (DEST)**. KIRSH's "DEST" is a cross-section of Team KIRSH members from sales, operations, marketing, production & logistics functions.

From an engagement standpoint, **DEST's** role is to personally visit current & prospective dealers across the entire U.S to educate on KIRSH's patented technology (such as the Fluid Displacement Liner which rests inside of a specially engineered CHM-1 helmet shell) and why & how it delivers unparalleled experience from a Style, Improved Performance, and Comfort perspective to riders.

On such visits, **DEST** confidently challenges dealer staff to let KIRSH "**Prove it in the Ride**" to them by taking a demo ride with a CHM-1 helmet. After each demo ride candid feedback is provided to KIRSH (usually

in the form of amazement and compliments - in the form of a biker's colorful language of course) which confirms what DEST said would be the ride experience. From there, DEST discusses with dealer leadership the rich opportunity available when



partnering with KIRSH to represent this evolution in helmet technology AND get behind something that is 100% American Made (down to each component) by the hands of Veterans and Americans with Disabilities. Our early dealer growth trajectory is proof



KIRSH Helmets Makes Big Splash at 81st Sturgis Rally (RECAP)

The KIRSH Team is still catching its breath after a huge eleven days at the 81st Sturgis rally, the largest motorcycle event in the world.

Based at the Crossroads, a huge vendor space at the Buffalo Chip, the staff was able to demonstrate the technology/fit of the KIRSH CHM1 and offer KIRSH Helmets for test rides. Helmet liners taken



right from our freezer made a big splash on the hottest days of the rally. **AND it did not disappoint them.** The chilled liners were a hit with riders as they experienced the **COOL-TOUCH TECHNOLOGY** first-hand. (For some that was enough!, No DEMO needed.)

This was the first major motorcycle event that KIRSH was able to sell and deliver helmets in a full range of sizes and most of our colors. We also brought our special design patterns and some test patterns. The feedback was amazing and some of those TEST PATTERNS will be available shortly on our site.



Sturgis loves KIRSH, too. **We're the official helmet of the Sturgis Rally and we also produced the official 40th Anniversary Helmet of the Buffalo Chip. The**

"Chip" helmet was available for purchase at the Buffalo Chip campground and is now available on our website (Dealers these were a limited run and once they are gone..they're GONE. If a customer has interest in this lid, please contact dealer support).

Along the way, we received endorsements from Woody (the owner of the Chip), presented a customized helmet to the Mayor of Sturgis, presented a Buffalo Chip helmet to South Dakota Governor Kristi Noem and worked with former NASCAR driver Rusty Wallace to raise \$4600 for charity.



(Above: KIRSH lid being rolled over by a 12,500lbs truck and actually putting a dent in the asphalt! Now that's ONE TOUGH Helmet. Below: A competitor lid crushed by the same truck. Which do YOU want?)
Photo by James Patrick Cooper Photography.

(WE WILL SEE YOU SOON...Continued from previous page)

that our product, our approach, connection with what KIRSH stands for, and smart business economics are a compelling package.

From a support perspective, **DEST** swings into action literally right as a Dealer signs the KIRSH Dealer Agreement. For starters, we stock a new dealer right on the spot with a Dealer Box consisting of sellable inventory AND demo equipment. We demonstrate and coach best practices to educate dealer staff on KIRSH technology and how to set-up the "Proof is in the Ride" (demo ride) ask. The ride creates the WOW (biker language equivalent) moment, and then leads to a super-high close rate (and active referrals). DEST captures photos and videos that will make-up a new dealer announcement placed on social media ("Another KIRSH") to create awareness and start the traffic driving momentum. **DEST** also begins the discussion on upcoming event partnering and educates on KIRSH's current and resources to come. **Believe it or not, all of this happens in 2 hours OR LESS. How's that for efficiency????**

Current and Prospective Dealers – We're planning a series of visit circuits across the U.S., **but you don't have to wait for KIRSH to contact you.** If you'd like to schedule a visit, or just want to start with advice or answers to questions, please reach out to dealersupport@kirshhelmets.com or personally at donnie.devito@kirshhelmets.com today!

KIRSH HELMET SOLD FOR \$4600 AT CHARITY AUCTION



Rusty Wallace teamed up with the NASCAR Foundation to offer some of the coolest auction items ever presented. A 2021 Harley-Davidson Road Glide customized by Southern Country Customs, a signed Buffalo Chip 40th Anniversary Commemorative KIRSH Helmet and other one-of-a-kind race memorabilia.



The KIRSH Helmet came up, the bids started to roll in,

\$1000, \$2500, \$3000, \$4000 and final bid tallied a whopping \$4600. The winner of the helmet was Fred Weganhals of AMMO Inc. A technology leader and premier American ammunition and munition components manufacturer was found in 2016 by Mr. Weganhals (a legendary American entrepreneur, inventor and visionary). Congratulations Fred and Enjoy the Ride.



NY MYKE AND THE ROLL RIGHT RADIO PODCAST



Donnie had a chance to stop by with Chris McGee and talk to Roll Right Radio hosted by Myke Shelby (aka. New York Myke). NY Myke is an avid Harley-Davidson rider and enthusiast with a passion for the brand like no other. He served with the 101st Airborne as a forward air controller during the Vietnam War and has since brought his passion of the Harley-Davidson motorcycle brand together with his remarkable support of veteran's affairs. NY Myke was inducted into the Motorcycle Freedom Fighters Hall of Fame and for over 25 years has been involved with Rolling Thunder.

This motorcycle rally occurs every Memorial Day in Washington, D.C. with over 300,000 riders and focuses on never forgetting the POW/MIA issue. After 27 years of owning the San Diego Harley Davidson dealership, NY Myke decided to sell the esteemed dealership and focus his time on more Harley rides, cigars, and Veteran's Affairs.

Photos by James Patrick Cooper Photography



THIS SUMMER'S "COOLEST/HOTTEST"
ITEM IS KIRSH'S...

COOL-TOUCH



This year at the Sturgis Motorcycle Rally, riders agreed that the FDL™ Liner was unlike anything they have ever experienced. The FDL™ or rather, Fluid Displacement Liner™ or as some have called it.. "the FEELS DIFFERENT LINER" has had many rave reviews. But you just need to experience it for yourself.

Now as things are getting back to normal and opening up, the HEAT is on and KIRSH is providing the COOLEST Helmet out there. KIRSH has been busy traveling to our dealers and demo-ing our helmets at their bike nights and events. Many riders are now getting the chance to put on a KIRSH lid and experience for themselves why we say...



THE PROOF IS IN THE RIDE





KIRSH adds three new designs to our Special Design Line

The demand for our special helmet line continues to increase each day. Along with the AMERICAN LOST SOULZ Helmet, we now have three additional styles to choose from.

Introducing the **DEVIL'S BRIGADE**. This lid boasts a dark metallic charcoal underlay then laid with the skulls from the Devil's Brigade. Gloss coated to give this helmet a Black tone-on-tone look. We would like to thank Steve Weaver who worked on this idea with KIRSH's own Frank Romeo to produce a sure-fire winner.



The **LOST SOULZ II** is now available. This is the same design as the previous LOST SOULZ but now on a Silver Metallic base coat. The skulls and smoke

are more visible than the previous version with the Chameleon base coat. This design can also be applied to any of our standard and limited colors. Please allow about 2-weeks for delivery from time of order.

The **AMERICAN ONYX** is now available. This design was sampled at Sturgis this year and became very popular with the riders. The print presents a black tone-on-tone look with a metallic gloss finish. Please allow about 2-weeks for delivery from time of order.



KIRSH Helmets graduates from BizLab Location as sales increase nationwide

After four years of presentations, fundraising and product development, the startup KIRSH Helmets is graduating from the New York BizLab accelerator and moving its headquarters to a facility in Scotia.

That means the company basically outgrew the accelerator as the startup expands its product sales online and across the country.



Above: CEO, Founder and Inventor Jason Kirshon and Left: Donnie DeVito, COO and President

Since being placed in its first store in early summer, KIRSH's helmet is being sold in 40+ Harley Davidson, Royal Enfield and Indian Motorcycle stores across the country.

And that footprint is growing, said Donnie DeVito, the company's president and chief operating officer.

He said Kirsh is on pace to sell the product in two or three more stores each week, totaling about 45-60 new stores each quarter. The expectation is to be around 100 stores by the end of the year and 150 next spring.

[Click here to read the article.](#)





Q: What do all these dealers have that you don't?



GLASSBORO
NEW JERSEY



DELTA
COLORADO



PLATTSBURGH
NEW YORK



Buddy Stubbs
HARLEY-DAVIDSON
PHOENIX
ARIZONA



PITTSFIELD
MASSACHUSETTS



GOODYEAR
ARIZONA



PEORIA
ARIZONA



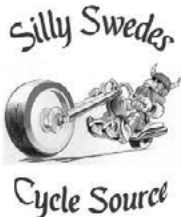
LANCASTER
PENNSYLVANIA



WURTSBORO
NEW YORK



PAWTUCKET
RHODE ISLAND



ALTON
KANSAS



BINGHAMTON
NEW YORK



SHAMROCK
CUSTOM CYCLES & AUTO COLLISION

CARBONDALE
PENNSYLVANIA



LATHROP
CALIFORNIA



Memphis

MEMPHIS
TENNESSEE



Elkhart
INDIAN MOTORCYCLE®

ELKHART
INDIANA



NEW ROCHELLE
NEW YORK



CLIFTON PARK
NEW YORK



NEW WINDSOR
NEW YORK



WHITEFIELD
PENNSYLVANIA



Sturgis

STURGIS
SOUTH DAKOTA



QUEENSBURY
NEW YORK



WIDOWMAKER
FACEBOOK



BROADALBIN
NEW YORK

ANSWER
ON THE
NEXT PAGE



**A: They ALL stock the
TOUGHEST All-American
Helmet on the market.
... and it's available now!**

Another Kirsh...
CERTIFIED DEALER

We are continuing to open new dealer locations throughout the United States. Give us a call to learn how you can become part of the ever-growing KIRSH Family of Certified dealers.

**PLEASE WELCOME TO OUR FAMILY
THE COLE FAMILY OF SHOPS...**



FLORENCE, SC



BLUEFIELD, WV



ROCKY MOUNT, NC



WYTHEVILLE, VA



BRISTOL, VA



KIRSH HELMETS is now an approved vendor* for RideNow Powersports. Introducing the KIRSH CHM-1 and the Fluid Displacement Liner™.



Style, improved performance or comfort in a DOT-approved low profile helmet AND made entirely in the **UNITED STATES OF AMERICA**

New Technology

- Fluid Displacement Liner™ with COOL TOUCH technology and easy to clean
- Patented Hard Shell Technology Our shell does not crack or shatter helping to prevent rotational angle injuries

Features/Benefits

- A true low-profile-DOT-helmet
- The KIRSH helmet eliminates wind-drag and will not lift making it the most stable helmet on the market. Eliminates noise. You won't have to adjust while riding because it stay put all the while give riders full range of motion
- Quick-release clip

Dealer Perks

- Easy -to-use Dealer Portal dealer.kirshhelmets.com
- Training and Demos
- Marketing Support

Become a Dealer today!

Email: donald.devito@kirshhelmets.com
or call: 518.209.8025

*RIDENOW approved vendors have succeeded in passing rigorous due diligence standards

BACK TO COOL SPECIAL



INTRODUCING
THE HEAVYWEIGHT and
TOUGHEST HELMET IN THE INDUSTRY.
NOW AVAILABLE AT A DEALER NEAR YOU.

www.KIRSHHELMETS.com

KIRSH Honeycomb Sling Pack

This honeycomb texture adds interest to the sling pack that includes an audio pocket. Embroidered KIRSH patch adorns the front of this backpack. Give it to your favorite customer or one of your employees, use as a promotional item or give-away, or keep it for yourself!

- 600 denier polyester, 420 denier honeycomb polyester contrast • Front zippered pocket
- Main compartment with zippered side entry
- Dimensions: 17"h x 13"w x 6"d;
- Approx. 1,326 cubic inches



BACK TO COOL SPECIAL

Dealers: For every 8 Helmets
purchased we will send you a
KIRSH "Back-to-Cool"
Backpack.



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