

COVERING ALL THINGS

IMPORTANT TO OUR RIDERS

**REVOLUTIONARY  
TECHNOLOGY**

**We Didn't Just Break the Mold...**

**... We Broke the Road Too.**

## KIRSH Helmets Makes Big Splash at 81st Sturgis Rally

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.

The KIRSH team set-off for the great state of South Dakota on August 3 and drove straight through from Schenectady, New York until we reached the Buffalo Chip in beautiful South Dakota. (yes straight through only stopping for gas a quick bite on the go)! With the KIRSH Trailer (see pics right) in tow, we crossed several states all the while many bikers giving us the thumbs up as they passed us along the way.

At the gas and food stops, we talked to many riders, passed on the KIRSH story to them and even met up again at the CHIP, giving them a full showing of what our breakthrough Fluid Displacement Liner was all about.

Cover photo by James Patrick Cooper Photography



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## KIRSH Helmets Makes Big Splash at 81st Sturgis Rally *(CONTINUED)*

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. 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 \$4500 for charity. (More on these events further in this newsletter.)

It wasn't all work and no play

though, most of the eight KIRSH staffers at the rally were able to get out and enjoy the Black Hills as well. KIRSH participated in the Annual Mayor's Ride, the Legend's Ride and the Rusty Wallace Ride. Not to mention that some of our Sturgis "newbies" got their first glimpse of Mount Rushmore and a great visit with the huge herd of buffalo in Custer State Park. We also helped judge a Beard Contest with the City of Sturgis. Not to mention the chislic...you can't visit South Dakota without sampling the wonderful, meaty delicacy, chislic.

Now, we're back to work, and thinking about how much fun there will be at the 82nd. Well another Sturgis Motorcycle Rally has come and gone but, it was a special one for us.



Follow us 😊







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

### THE 40TH ANNIVERSARY BUFFALO CHIP COMMEMORATIVE HELMET



This year marked the first time that we created a custom helmet specifically designed around a special event... the 40th Anniversary of the Buffalo Chip. We had never done something like this and we were not sure how well it would do but, it received a tremendous response. One of them even sold for just under \$5000 at a charity auction (more on that later in this newsletter).

The CHIP Helmet (of course it all started with KIRSH's patented FDL™ Liner and CHM-1 design) featured a combined artistic effort with our design team and the design team of HOT LEATHERS. Together the commemorative Helmet was born.



Riders "loved" the CHIP Commemorative helmet and the sales were exceptional. When "Woody", Rod Woodruff, President, CEO and Founder of the CHIP got the first prototype in the mail, he absolutely was taken aback by it. Woody even shared his thoughts on the lid granting us a quick interview where he talked about the lid and his experience with it. Check it out at: **WOODY TALKS CHM 1 KIRSH** - <https://www.youtube.com/watch?v=sm3GBD2pEUw&t=3s>



Featuring a tone-on-tone American Flag motif for the base (black design on a graphite lid to produce a black-on-black metallic base coat), adorned with two full-color American Flags & the iconic Buffalo Chip skull (also in an American flag style), the official CHIP logo on the back just above the KIRSH logo, and of course, it would not be complete with out Woody's mantra, "RIDE FREE TAKE RISKS" on the front.



#### ABOUT ROD "WOODY" WOODRUFF

Since 1981, Woody has transformed what was once 20 acres of land into a 600-acre entertainment destination. Top name entertainment acts consistently fill The Chip's concert lineup year after year. Initially, Woody continued to maintain an active law practice and develop real estate for 20 years before turning all of his time to maintaining one of the top party venues in America affectionately known as The Best Party Anywhere®. Woody has turned the Buffalo Chip into the Largest Music Festival in Motorcycling®.





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

### MAYORS RIDE 2021



Just about four years ago, KIRSH started it's relationship with the City of Sturgis and became the Official Helmet of the Rally. Each year, Mayor Mark was able to wear a KIRSH lid and give us his thoughts after the Mayor's Ride. This year, we presented Mayor Mark with an American Pride helmet sporting "Mayor Mark" on each side of the lid in a reflective decal.

The 2021 Mayor's Ride featured a procession led by the Budweiser Clydesdales, a group of Clydesdale horses used for promotions and commercials by the Anheuser-Busch Brewing Company. There are several "hitches" or teams of horses, that travel around the United States and other countries that remain in their official homes at the company headquarters at the Anheuser-Busch brewery complex in St. Louis, Missouri, or at Merrimack, New Hampshire.



The Legends Ride® was created by the Sturgis Buffalo Chip® to raise significant funds for worthwhile charities in the Black Hills of South Dakota. Its goal is to positively impact local youth and preserve the rich heritage and history of motorcycling by uniting the motorcycle, music and entertainment industries, as well as riders from around the world.

KIRSH was there to present a 40th Anniversary Buffalo Chip Commemorative Helmet to Governor Kristi Noem. Rod "Woody" Woodruff rode with the Anniversary issue helmet throughout the ride and raved about it after. (see previous page for Woody's comments)



### KIRSH HELMET SOLD FOR \$4500 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.

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

### NY MYKE AND THE ROLL RIGHT RADIO PODCAST



#### KIRSH HELMET SOLD FOR \$4500 AT CHARITY AUCTION (continued from previous page)

The KIRSH Helmet came up, the bids started to roll in, \$1000, \$2500, \$3000, \$4000 and final bid tallied a whopping \$4500. 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.



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





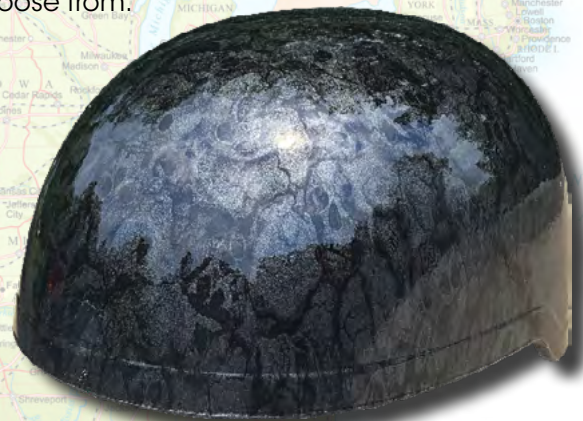


## KIRSH adds three new designs to our Special Design Line

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

### By popular demand KIRSH is now adding the... AMERICAN LOST SOULZ Helmet to our line.

Many have seen it. Few have ridden with it. Everyone is demanding it. So, we are adding the "American Lost Soulz" helmet design to our already amazing line of CHM-1's. American Lost Soulz™ is a masterfully designed retro American flag graphic featuring the ever popular drifting skulls representing all the souls of the brothers and sisters we have lost. Come check out what all the excitement is about!



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.



KIRSH's own Joel Bettinger took a KIRSH CHM-1 Helmet on the ultimate iron-man ride across the US. Joel rode to benefit MISSION 22. KIRSH will be presenting his ride and stories in a multiple part series on YouTube. The 1st installment is there now so please go to KIRSH Helmets on YouTube and watch his amazing journey. Thank you and enjoy.

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 then 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.



# Another Kirsch...



## 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...**



ACE BIKES & TRIKES  
131 Delsea Dr S  
Glassboro, NJ 08028

HOURS: Sun - Mon: Closed  
Tues - Sat: By Appointment  
Phone: (856) 809-9990  
<http://www.acetrike.com/>



SS Cycle Brokers  
2070 Wall Ave.  
Ogden, UT 84401

Phone: 801-334-6688  
Fax: 801-334-6878  
Sales: 801-334-6688  
Mon - Fri: 9am - 7pm  
Sat - Sun: CLOSED

[sales@ssautobrokers.com](mailto:sales@ssautobrokers.com) [www.ssautobrokers.com](http://www.ssautobrokers.com)



Roadrunner Harley-Davidson  
1402 N. 159th Avenue  
Goodyear, AZ 85395

PHONE NUMBERS:  
Phone: 602-626-3320  
[www.roadrunnerharley.com](http://www.roadrunnerharley.com)

HOURS:  
Mon-Fri: 10am - 7pm  
Sat - Sun: 10am - 6pm

Ronnie's Harley-Davidson  
501 Wahconah Street  
Pittsfield, MA 01201

Phone: (877) 666-9200  
Toll Free: (877) 666-9200  
Service: (413) 443-0638  
Fax: (413) 499-5116  
HOURS  
Mon-Fri: 9am - 6pm  
Sat-Sun 9am - 4pm

[ronniesharleydavidson.com/](http://ronniesharleydavidson.com/)



13850 North Cave Creek RD  
Phoenix, AZ 85022  
Phone: (602) 971-3400 \ Fax: (602) 971-7401

STORE HOURS  
Mon - Fri: 10am - 7pm | Sat: 10am - 6pm  
Sun: 11am - 4pm  
<https://www.buddystubbshd.com/>



Lake City Choppers Inc.  
568 State Route 3  
Plattsburgh, NY 12901

Phone: 518.563.4360  
Toll-Free: 1.800.445.1342  
Mon - Fri 8am - 5pm  
Saturday: 8am - 5pm  
Sunday Closed

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

TJs Cycle & Off Road LLC  
1520 Bluff Street  
Delta, Colorado 81416

Phone: (970) 399-3388  
Fax: (970) 399-3254

Business Hours:  
Mon - Sat 10am - 6pm  
Sunday: Closed  
[www.tjcyclesandoffroad.com](http://www.tjcyclesandoffroad.com)



16130 N. Arrowhead Fountain Center Drive  
Peoria, AZ 85382  
Phone: (623) 208-4708

SALES HOURS:  
Mon - Fri: 10am - 7pm  
Sat - Sun: 10am - 6pm

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



LANCASTER HARLEY-DAVIDSON  
308 Beaver Valley Pike  
Willow Street, Pennsylvania 17584  
Phone: (717) 464-2703  
[info@lancasterhd.com](mailto:info@lancasterhd.com)

AT TANGER OUTLETS  
311 Stanley K Tanger Blvd Suite 1130  
Lancaster, PA 17602  
Phone: (717) 481-2990

HOURS (MAIN LOCATION)  
Mon - Tues 9am - 5pm  
Wed - Fri: 9am - 8pm  
Sat: 9am - 3pm  
Sun: 10am - 3pm

TANGER OUTLETS  
Mon - Fri: 11am - 7pm  
Sat: 10am - 8pm  
Sun: 10am - 7pm



Poseidon Customs LLC  
238 E. Garfield Rd.  
Aurora, OH 44202





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](mailto:donald.devito@kirshhelmets.com)  
or call: 518.209.8025

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



## Welcome and shout out to our latest KIRSH dealers...



Silly Swedes Cycle Source LLC  
702 Mill Street, Alton, KS 67623  
Phone: (785) 345-3042  
Business Hours: Online  
[www.sillyswedescyclesource.com](http://www.sillyswedescyclesource.com)

BUMPUS HARLEY-DAVIDSON  
2160 Whitten Rd, Memphis, TN 38133

Hours: Tuesday- Friday: 10AM-5PM  
Saturday: 9AM-4PM  
Sunday- Monday: Closed  
Phone: (901) 310-3586  
[www.bumpushdmemphis.com](http://www.bumpushdmemphis.com)



269 ARMISTICE BOULEVARD  
PAWTUCKET, RI 02860  
PHONE: (401) 724-0010

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

#### Dealership hours:

Sun/Monday: Closed  
Tuesday: 9:30 AM - 8:00 PM  
Wednesday: 9:30 AM - 6:00 PM

Thursday: 9:30 AM - 8:00 PM  
Friday: 9:30 AM - 5:00 PM  
Saturday: 9:30 AM - 4:00 PM

SOUTHERN TIER HARLEY DAVIDSON  
1152 Front Street,  
Binghamton, NY 13905  
Phone: 607.773.0264  
[sthdmarketing@sthd.com](mailto:sthdmarketing@sthd.com)



#### Dealership hours:

Sun/Mond: Closed  
Tues - Wed: 10:00 AM - 6:00 PM  
Thursday 10:00 AM - 8:00 PM

Friday: 10:00 AM - 6:00 PM  
Saturday 9:00 AM - 3:00 PM



Shamrock Custom Cycles and Auto Collision  
50 North Scott Street, Carbondale, PA 18407  
E-Mail: [shamrockcycles@outlook.com](mailto:shamrockcycles@outlook.com)  
[www.shamrockcycles.com](http://www.shamrockcycles.com)



O'Toole's Harley-Davidson  
4 Sullivan St, Wurtsboro, NY 12790  
Sales Hours:  
Tue - Fri: 9:00 AM - 6:00 PM  
Sat: 9:00 AM - 3:30 PM  
Mon, Sun: Closed