

COVERING ALL THINGS



IMPORTANT TO OUR RIDERS

MOMENTUM:

FLUID IN MOTION



The **KIRSH Helmets Team** is genuinely excited for 2022, and for great reason. For starters, **TEAM KIRSH** recently closed out an exciting launch year of a never seen before (and patented) revolutionary impact technology – the Fluid Displacement Liner (FDL)[™].

The KIRSH FDL is the core innovation inside of our CHM-1 Half-Shell Motorcycle Helmet. KIRSH is incredibly proud of the fact that our FDL technology, and the entire CHM-1 itself, is a TRUE 100% American Made product.

KIRSH says this because each helmet component is selectively sourced and manufactured in the USA, with final assembly performed (by choice) by the hands of TEAM KIRSH's Veterans and Americans with Disabilities.



WHY FLUID?

The clear aim of deploying Fluid liners inside of motorcycle helmets is to deliver a quantum leap in the combination of Style. Performance. and Comfort. benefits that a rider experiences during a ride (while the helmet is in motion).

WATCH OUR VIDEO - CLICK HERE

Stale foam liner technology has changed very little over 6 decades. Simply put, Fluid delivers an "opposite experience" to foam in several important ways– both "in hand" as well as "in motion" (on the ride). **What are the differences?**

- Foam insulates heat and humidity inside the helmet causing discomfort to the rider. (Sweating, itching and odor).
- Fluid naturally pulls heat away from the head and provides a COOL-TOUCH effect (riders can enjoy a longer comfortable ride even in extreme heat and

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MOMENTUM: Fluid in Motion

humidity). The Fluid liner can also be easily removed to clean and refrigerated to further super-charge the experience.

- Foam is light in hand but creates greater wind resistance (helmet lifting/chin strap tugging and choking) when riding.

- Fluid is heavier *in the hand* (as compared to foam technology) but delivers a superb aerodynamic experience when riding (no lifting, no tugging or choking).

- Foam is thicker (wider shell) thus causes buffeting on the ride, while fluid allows the helmet to sit closer on the head for not only a lower profile but, eliminates turbulence (buffeting).

- Compression foam has a shorter wear-life as it naturally deteriorates with wear. during an impact, energy is channeled linearly through the head/brain. In contrast, fluid has a longer wear-life and moves impact energy omni-directionally (around the head/brain).

THE RESULT.

Beyond totally amazed riders (who simply could not believe that a "heavier in hand" helmet, delivers such an aerodynamic and cooling experience) the milestones are results are quite remarkable:

- **50+ dealerships** have already become part of the KIRSH Dealer family.
- KIRSH is the Official Helmet of the Sturgis Motorcycle Rally. KIRSH is incredibly proud of the fact that we were commissioned by the Buffalo Chip to make a (limited edition) 40th anniversary helmet.
- Beyond Sturgis, the CHM-1 was front and center in over 20+ rallies and dealer partner events
- 100+ "Proof is in the Ride" video testimonials from riders.

Interested in seeing the FDL for yourself and learning more about how you can add to fluid's momentum?

Contact greg.melita@kirshhelmets (or call: 518-522-8486) at the KIRSH Biker Engagement and Support Team (BEAST) to schedule a "Proof is in the Ride" visit to your location.

DEALER SUPPORT Personal & Partnering

Helping you Engage, Educate, Experience and Sell New Technology with Traditional Values.

1. Event Support

KIRSH intimately understands just how important riding community events are to both dealers, and to their loyal riders alike. And as fellow patriots, we wholeheartedly enjoy actively participating in them and connecting with fellow Americans. Accordingly, KIRSH invests our own people, marketing resources, and company goodwill alongside those of the dealer to ensure event (and supporting cause) success.



- When invited to participate at an event, trust that KIRSH's BEAST team is there to support the dealer partner first and foremost. Our BEAST team will make it a clear point in rider interactions to thank and connect your dealership with its business

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DEALER SUPPORT (continued from previous page)



decision to carry a 100% American Made Helmet (one that is proudly Veteran & Americans with Disabilities made).

- KIRSH understands the staffing needs and the dedicated focus needed by a dealership team to execute successfully at their event, so KIRSH provides its own manpower and equipment to help. Our BEAST team will bring our "Proof is in the Ride" event kit and "man the booth" during your event. Key booth activities include engaging event attendees and educating them on the many Features, Applications, and Benefits of Fluid Displacement Liner (FDL) technology as compared to stale foam liner technology, Converting excited riders into "on the spot" Demo Rides – which creates the KIRSH "Proof is in the Ride" moment. A "Proof is in the Ride" moment is where a rider experiences, and validates via post-ride feedback, that KIRSH technology delivers an unparalleled combination of Style. Performance. and Comfort. The BEAST team directs that WOW-ed rider to go right into your store and buy a KIRSH CHM-1 today for themselves. We also ask that they also bring their fellow rider brothers and sisters to you as well.

2. Boost Visits (On-going Support)

In retail, the salesfloor is where the rubber meets the road. Sales Execution, and resulting sales momentum, is achieved by possessing and demonstrating a healthy combination of Product Knowledge, Effective Sales Techniques, and most importantly Effort!. KIRSH BEAST members are well-versed on KIRSH technology, and are experts (thru their own event attendance and best practices) at teaching motorclothes and merchandise professionals how to concisely and effectively speak to FLUID's unique benefits, how to utilize KIRSH resources, and gain rider agreement for Demo Rides and CHM-1 Purchases. In-person support does not stop with a stocking order – IT STARTS THERE!!!! We are always travelling to dealers and welcome opportunities to schedule a visit with your team.



Crush Demonstrations: The KIRSH BEAST TEAM will even run an actual CRUSH Test on a competitive helmet vs. our own CHM-1

Greg in Niagara Falls just saying howdy to all at Kirsh! I saw this nice metallic blue helmet with these neat safety features and no more mush-room headed riding plus made here in good ole' NY... I'm gonna show it to all my buddies I ride with...I like how it matches my 2002 Harley



FLSCTi Heritage...As is my custom I'm sending all the best of my warm regards and I thank-you personally for improving & moving forward the technology to help bikers avoid or minimize injuries...I bless your name and mission!



3. Retail Resources

KIRSH has designed highly engaging and salesfloor effective tools to close sales on the spot! KIRSH Paid for, and provided to you when you stock!

- **Complete Size Set of Demo Helmets** for fitting and riding, along with an Additional Set of FDLs (perfect for refrigerating and Demonstrating COOL-TOUCH to the MAX!)



- **KIRSH Technology Education Center (Countertop FDL Display):**

Provides Dealers with a retail-friendly way to engage and customers on All-American Made FDL technology! Clear benefit statements which are vividly demonstrated by easily accessible video content QR Code scan.



How cool is this????

The QR code landing page is unique to the dealership which can be customized with your logo, and your own "Proof is in the Ride" testimonials from your dealership floor and events!

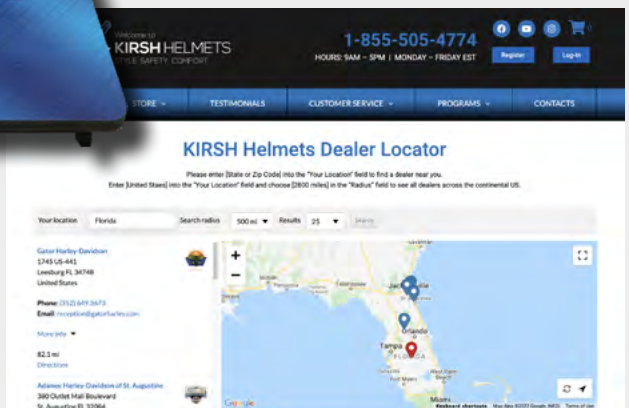


- **VIP Program (Helmet Discount Program)**

There's no better way to speak convincingly about a product's uniqueness or benefits, than to speak from your own (and those close to you) experiences. KIRSH's VIP Program allows any Dealer Staff Member to buy (2) CHM-1 helmets per calendar year - each at a \$100 discount MSRP - direct from KIRSH's Dealer Support Team. So whether you are a dealer team member in Motorclothes, Fit Specialist, Service, Parts, Administration - wherever - we are making it even easier to proudly wear All-American and have Style. Performance. and Comfort. like no other! See the form further in this newsletter for details on how the program works.

4. Traffic Driving Initiatives

Unique helmet technology means new, incremental selling opportunities for our dealer partners. KIRSH knows that the best way to experience (and then immediately buy) new technology is to visit a local dealer partner to do so. So whether its on our website (Dealer Locator), our eCommerce efforts (Social Media, Rider email campaigns), and various relationships (Veteran, Made in America, etc.) we specifically highlight the local dealer relationships to direct interest and buying opportunities.





YOUR BEAST TEAM

GREG MELITA, VP Sales
BEAST Team Member

Greg brings 22 years+ of diverse role experience across Operations, Strategic Planning, Sales, Marketing and Training disciplines. Greg is the lead contact for the KIRSH BEAST Team. Greg is integral in setting up new dealers, designing and implementation of dealer communication mechanisms for product ordering, product education, general questions, dealer interface issues resolution, and training support to our dealers.

Email Greg at:

greg.melita@kirshhelmets.com



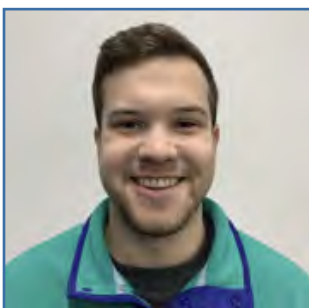
CASIMIR HARSHBARGER
VP of Sales Operations
BEAST Team Member

Cas is perfectly suited for critical customer and business facing responsibilities to help us deliver highest quality levels of safety helmet

technology and "World Class" customer experience. Just some of his day-to-day responsibilities include: Syndicating KIRSH's sales and production streams, managing the KIRSH Helmets Supply Chain, using data-driven analysis to identify trends and support the KIRSH Helmets Dealer Acquisition programs, and interfacing with Dealer Partners to ensure a flawless experience with KIRSH Helmets. Cas holds a B.S. in Materials Engineering from RPI. No small potatoes!

Email Casimir at:

casimir.harshbarger@kirshhelmets.com



TODD KEHLEY
Assistant Program
Manager, Manufacturing
Operations
BEAST Team Member

As the Assistant Program Manager, Manufacturing Operations (or Production Manager, for short), Todd

is in charge of overseeing the people, process, and materials required to manufacture world-class KIRSH helmets. Like his friend Walt, Todd first started at KIRSH Helmets as a Robot Technician. He was soon promoted to run the manufacturing plant due to his meticulous nature and genial leadership style. Todd originally heard of KIRSH Helmets from a colleague, and after purchasing his own CHM-1 helmet, he decided KIRSH would be the place for him. He still wears that helmet when he rides his 2002 Harley-Davidson Road King - a true Proof is in the Ride expert! Todd served in the Navy's Silent Service for 9 yrs



WALT FISH III,
Robot Technician
BEAST Team Member

As a robot technician, Walt is instrumental in the manufacturing of KIRSH Helmet's groundbreaking Fluid Displacement



Liner. KIRSH Helmets trusts Walt to ensure that all liners conform to our rigorous Quality Control standards. Dealers can rest assured that Walt can be trusted to explain why "The Proof is in the Ride," as Walt has been riding for the past 35 years - in the summertime, he wears his KIRSH CHM-1 helmet while riding his 1998 Kawasaki Vulcan Classic. Previously, Walt worked for Quad for over 26 years, and was recruited to KIRSH Helmets by his friend and neighbor, Todd Kehley. He also served in the Army National Guard for 8 years.



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



ORDER TODAY

& ENJOY
THE RIDE

PROUDLY MADE IN THE USA

KIRSH VIP PROGRAM

KIRSH HELMETS

KIRSH VIPS

- KIRSH Dealer Partner Owners & Staff
- KIRSH Rider Group & Affiliate Partner Leadership Contacts
- KIRSH Independent Agents
- KIRSH Employees

ORDERING IN 3 EASY STEPS

- 1 Determine Proper CHM-1 Sizing***
Because KIRSH uses a Fluid Displacement Liner, sizing may be different than your current (foam liner) helmet sizing.

(Best method) KIRSH strongly recommends that you properly size yourself for a CHM-1 at your/a KIRSH Dealer Partner location.

(Alternate sizing method) Please reference our KIRSH Helmets Sizing Chart (weblink) to select the recommended CHM-1 sizing.

To properly fit/wear your KIRSH Helmet, please see (You Tube Video link)

<https://www.youtube.com/watch?v=6J5pvlxbqM>

- 2 Complete Form and Submit**
Electronically (form is an editable .pdf), or Print & manually fill-in requested information

E-mail to: dealersupport@kirshhelmets.com. Please send form as an attachment and use "VIP Program Order" in the email subject.

- 3 Make Payment** (via approved Credit/Debit Card)
Dealer Support will contact you via phone (at your provided contact phone#) to complete your order and collect payment.

IMPORTANT: Please DO NOT provide your credit card information until you receive a phone call from a KIRSH Dealer Support member.

**GET \$100
OFF ANY**

KIRSH CHM-1 HELMET
with free UPS Ground Shipping
UPS Zones 1 thru 8

Questions???

Please call Dealer Support
at 518-627-2122, Ext 3,
or email: dealersupport@kirshhelmets.com.

Please allow 1-2 business days for KIRSH Dealer Support to receive & review your order. You will then be contacted via phone for credit/debit card payment and to provide additional information/answer any questions you may have.

KIRSH VIP PROGRAM Members are allowed to receive a \$100 discount on two KIRSH CHM-1s (any color/design), on up to 2 helmets, every calendar year



* All sales final. No refunds or exchanges allowed once the product has shipped.



PATRIOT PACK



AMERICAN ONYX

JOIN THE REVOLUTION

Order this amazing seasonal package today and have your customers show their American Pride!

The PATRIOT PACK includes 3 of our best selling "PROUD TO BE AN AMERICAN" lids. Choose from...

- **AMERICAN PRIDE**
a full color full flag design and our most popular design
- **AMERICAN MOSAIC**
a full color more abstract design with the stars and stripes throughout
- **AMERICAN ONYX**
a more subtle patriot theme with a tone-on-tone design

CALL US FOR PRICING and
QUANTITY ORDER DETAILS



AMERICAN
MOSAIC



AMERICAN PRIDE

