

LIFE UNDER THE

COVERING ALL THINGS

IMPORTANT TO OUR RIDERS



THE RÉVOLUTION IS ROLLING...

JOIN THE KIRSH TEAM TODAY

THE BEAST TEAM IS COMING TO YOU!

KIRSH Helmets is calling all dealers East of the Mississippi River to join now and become a KIRSH Authorized Dealer! The recent success of our Florida dealers shows that customers are being converted KIRSH fans. Given the lack of a helmet law for adult riders in Florida, the KIRSH team was curious to see how our product would perform. Judging by multiple reorders (some larger than the initial stocking order), our technology is gaining traction with the rider population. We believe that every rider would like to ride safe, but old-style foam half helmets just don't cut it.



We are confident that our CHM-1 half helmet is the helmet that a rider **wants to wear**, even if they don't have

WHAT THE RIDERS ARE SAYING

In a September note to our COO Bill B writes...

Hi Don, hope everyone is well. So almost 1300 miles in four days. 87 degree heat with high humidity and down to 49 degrees. Also, got caught in a couple of serious downpours. The helmet was everything I hoped it would be.

I have told people don't let the weight fool you. It almost acts like a gyroscope in high wind conditions because my head wasn't moving at all. My longest day was 413 miles with only gas and bathroom stops. The padding inside shapes to your head the longer it's on. By the third day, I didn't even notice it any longer.



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WHAT THE RIDERS ARE SAYING...

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Because it was so comfortable, I found myself wanting to wear it and have the extra protection, especially after a recent crash. I was one who always chose not to wear a helmet, but I like the feel of it and got lots of compliments on the color.

I want to first thank all the Vets at the shop for their service to our country. There are those of us that appreciate their sacrifice very much.

I would like to also thank those that were involved in making my helmet. It looks great and matches the bike, and feels even better. I'm especially proud to be the owner of an American made helmet!

That's very important to me also!

You guys have been very good to me with the customer service, answering questions and putting my fears at ease on spending a good amount on a half shell. It has been worth every penny.

The adjustments Don helped me with are perfect. I also can't believe I got to personally deal with one of the officers of the company. That was awesome in this day and age when companies don't care about their product or their customers. I appreciated meeting Don and his wife. Great people who have their heart and soul behind this.

Of course great employees making it happen too!!! This has been a great experience and can't thank you all enough.

*Hope to see you in the wind.
God bless you all.*

Bill B. - Cranston, RI

THANK YOU BILL. THANK YOU FOR JOINING THE KIRSH REVOLUTION AND AS ALWAYS... ENJOY THE RIDE!

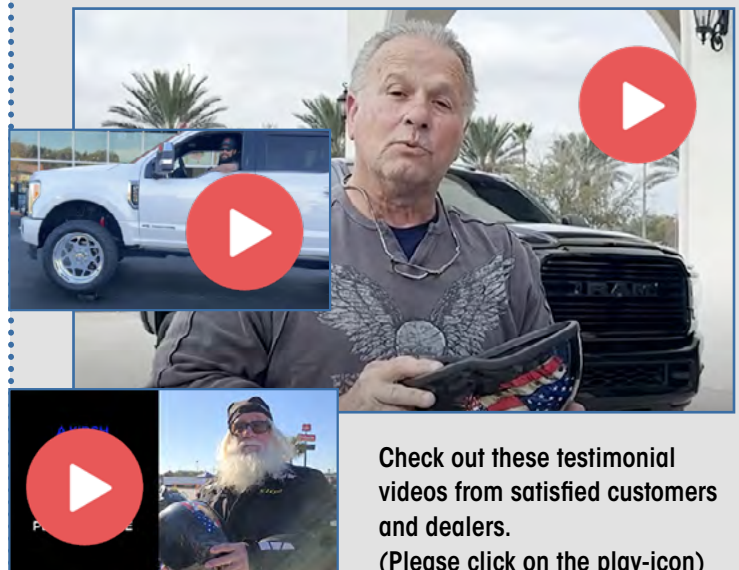


What sets KIRSH apart is our technology.

What sets KIRSH apart is our technology. The KIRSH CHM-1 motorcycle helmet is the greatest leap in the head-protection field since foam replaced leather in the 1960s. KIRSH helmets protect the rider the same way our brains are protected by our bodies. The Fluid Displacement Liner (FDL) and ultra-tough polycarbonate shell work together as an integrated system to disperse and redirect energy away from the rider's head. Over a decade of research and 14+ patents have gone into engineering a helmet that can do in 3/4" what takes a competitor's helmet over 2" of foam to accomplish.

**The KIRSH CHM-1 is not a novelty helmet.
Our products are fully tested and certified to
the D.O.T. FMVSS No. 218 standard.**

The result of years of research and development is truly a superior half-helmet. Riders love that they get the ultra-low profile look that they want without sacrificing the protection they deserve. Riders love that the helmet sits low on the head and cuts through the wind, allowing for the smoothest ride available - no lifting, bobbling, or neck strain fighting the helmet while going down the road. Check out these testimonial videos from satisfied customers below:



**Check out these testimonial
videos from satisfied customers
and dealers.
(Please click on the play-icon)**

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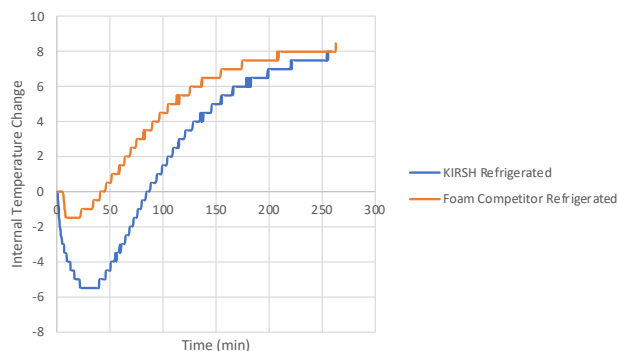
THIS SUMMER'S "COOLEST/HOTTEST"

ITEM IS KIRSH'S... **COOL-TOUCH**



Thanks to the FDL, the party piece of a KIRSH CHM-1 helmet is **thermal management**. The whole helmet can be refrigerated prior to a ride and can offer up to **4 hours of below-ambient cooling**. Learn more about our technology by watching our video below.

KIRSH CHM-1 vs. Competitor Foam Helmet Temperature Study, Refrigerated



Riders and dealers alike appreciate KIRSH Helmets, Inc. not only for our groundbreaking products but also for our business practices. We offer the only helmet on the consumer market that is wholly **made and sourced in the United States of America**. For riders, this means supporting a company that is committed to American manufacturing and has been twice recognized by the United States Department of Labor for hiring veterans and people with disabilities. For dealers, this means no longer having to contend with horrendous availability issues and lead times stemming from far-flung supply chains in Asia.



THE **PROOF IS IN THE RIDE**

[WATCH OUR VIDEO - CLICK HERE](#)



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).



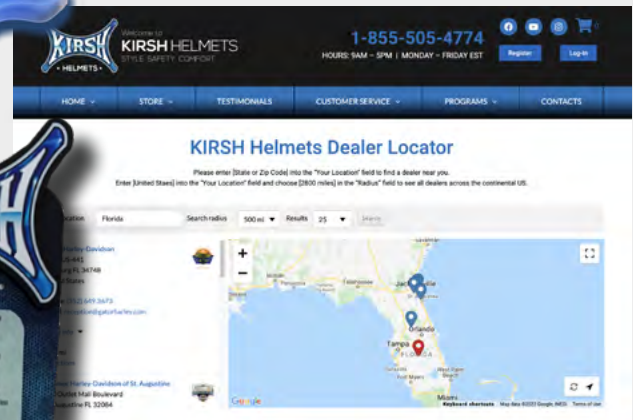
How cool is this????

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!



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.



Contact us today!

Thank you for taking the time to read through and watch what KIRSH Helmets has to offer. We at KIRSH are looking forward to bringing our one-of-a-kind technology to Texas, and it all starts with the dealers. We are currently planning visits to the Ohio River basin – to request an appointment and demonstration, please reach out to:

Greg Melita

VP of Sales Operations

Email: greg.melita@kirshhelmets.com

or by calling Greg at (518) 522-8486.

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

- 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>

- 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.

- 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

