



THE KIRSH CHM-1 CONTINUES TO SWEEP ACROSS THE NATION



COOL-TOUCH technology, to the Lone-star State and take on the Texas Toasty Heat!

The KIRSH B.E.A.S.T. will kickoff its Texas Campaign on **September 24th at Roughneck Harley-Davidson (Longview, TX)** - our 1st KIRSH Dealer Partner in

the state - by conducting all day Helmet Technology Demo events. These efforts are all thanks to a long-time partnership with a true



KIRSH Super-Friend (and one hell of a Motorclothes Professional), Petra Steele.

After the Sept. 24th events, the inaugural B.E.A.S.T. (5-day) tour will continue-on by executing **"Proof is in the Ride"** visits to fellow dealers in the Ft. Worth/Dallas and Houston area. We're so



incredibly excited for the opportunity to showcase our differentiating Style. Performance. and Comfort benefits, and PROVE IN THE RIDE, FDL's revolutionary tech advantages to Texas Riders!

The KIRSH BEAST team continues to open dealers across this great nation of ours. Our next stop will be in the Lone Star state of TEXAS. That's a lot of ground to cover in just a short time!

That's right, **KIRSH's Biker Engagement and Support Team (B.E.A.S.T.) is kicking off the Fall in a "BIG" way, by heading to TEXAS this September!!!** On the heels of tremendous dealer and unit sales growth on the East Coast, and strong expansion into and down the Ohio Valley to start off 2022, its time for KIRSH to bring their patented Fluid Displacement Liner (FDL)™, featuring

Whether or not you are part of a Texas-based dealer team, you are welcome to contact **Greg Melita (KIRSH B.E.A.S.T. Leader)** at **518-522-8486 (Cell)** or **greg.melita@kirshhelmets.com** to set up a visit, and perhaps even a technology demonstration day at your location!...



A Message from Donnie DeVito, COO KIRSH HELMETS

With so many choices, close to 40% of all helmets purchased in the United States are half-helmets. The KIRSH CHM-1 being the only helmet made and sourced in the United States.

Our helmet has been embraced by thousands of riders and retailers at both national chains and independent stores, with proven sales success in major markets and more than 24 States over the last 12 months. This positions us for continued expansion and growth throughout this Great Nation.

Our Company has been built on the expertise of a powerhouse team with decades of experience in the motorcycle industry and US based manufacturing and retail businesses.

During those years we have learned that when given a choice between a product made in the U.S. and an identical one made abroad, 78 percent of Americans would rather buy the American product. This being confirmed by a new nationally representative survey from Consumer Reports National Research Center.

More than 80 percent of those people cited retaining manufacturing jobs and keeping American manufacturing strong in the global economy as very important reasons for buying American. About 60 percent stated that American-made goods were of higher quality.

And people said they would pay extra to buy American. More than 60 percent of all respondents indicated they'd buy American-made clothes and appliances even if those cost 10 percent more than imported versions; more than 25 percent said they'd pay at least an extra 20 percent.

At KIRSH Helmets we also asked ourselves what are we doing to support veterans? How can we strengthen our efforts to help those who have served? What role can we play?



Photo by rifacripa@gmail.com

We found that we could build a more inclusive workforce that will drive better returns, and that these policies are popular with a large majority of Americans. We are tapping into the unique skill sets veterans bring to work. They work hard, are committed to being the best, and never quit.

We also found that, in retail, businesses that support Veterans also will benefit by greater sales receipts than those that don't.

We are helping so many to understand and use our great innovation. Why not you?

Take the time to learn what others already know. This is the toughest, and best American Made Helmet. We know you and your customers will Enjoy the Ride!

Always the best,

A handwritten signature in black ink, appearing to read "Donnie DeVito".

Donnie DeVito
President and COO



Photo by rifacripa@gmail.com



IN THE NEWS

QUEENSBURY COMPANY REVVED UP TO REVOLUTIONIZE HELMETS

Mark Mulholland WNYT
Published: July 8, 2022 - 7:47 PM



QUEENSBURY – A Warren County company has its sights on becoming the leading helmet manufacturer in the world. Kirsh Helmets is changing the way we think of protecting our brains.

It all started when a long time rider and Lake George man went to a big bike rally in 2008, where out of 200,000 attending, one person was wearing a helmet. Jason Kirshon of Kirsh Helmets tells NewsChannel 13 that's because traditional helmets were too big and uncomfortable.

After years of research and testing, they found a safer, more comfortable product. It all happens at a facility in Queensbury.

Warren County's Economic Development Corporation calls KIRSH a game changer, and says they're the kind of company that locates there because they like living there.

Learn about the technology KIRSH says makes their helmets safer by watching the video of Mark Mulholland's story.

CLICK ON THE VIDEO ABOVE TO CHECK IT OUT!



WARREN COUNTY ECONOMIC DEVELOPMENT FEATURES KIRSH HELMETS



**CHECK OUT
THE SEGMENT
ABOVE.**



KIRSH talks about its manufacturing location in Warren County and how it has grown since 2017. This gives a brief look inside the manufacturing facility of KIRSH's revolutionary technology.





IN THE NEWS

KIRSH HELMETS RECEIVES 2ND GOLD AWARD FROM HIREVETS

[DECEMBER 2021] - KIRSH Helmets has been recognized as one of the 849 recipients of the 2021 HIRE Vets Medallion Award during an award ceremony at the U.S. Department of Labor. KIRSH earned the Gold Award after applying earlier in 2021. The Honoring Investments in Recruiting and Employing American Military Veterans Act (HIRE Vets Act) Medallion Program is the only federal award program that recognizes job creators who successfully recruit, hire, and retain veterans.



KIRSH Helmets joins 849 other companies from 49 states, plus the District of Columbia, who have shown a commitment to hiring veterans, but also ensuring that they have a long-term career and growth plan that uses the diverse skills they acquired through their military service.

The HIRE Vets Medallion Award is based on a number of criteria, ranging from veteran hiring and retention to providing veteran-specific resources, leadership programming, dedicated human resources, and compensation and tuition assistance programs - with requirements varying for large, medium, and small employers.

About the HIRE Vets Medallion Program
The HIRE Vets Medallion Award is earned by leading businesses that demonstrate unparalleled commitment to attracting and retaining veterans. The 2021 HIRE Vets Medallion Program will open to employers on Jan. 31, 2021. For more information about the program and the application process, visit www.HIREVets.gov.

MOTORCYCLE SAFETY LAWYERS® PARTNERS WITH KIRSH HELMETS, CURING KIDS CANCER, AND MOTORCYCLE KNUCKLE BUSTERS PODCAST TO MAKE A DIFFERENCE!

KIRSH helmets will be donating 25 of their all-American-made motorcycle helmets to Curing Kids Cancer to be auctioned off at five different Mecum Car Auctions in 2023! 25 talented artists will help bring awareness to childhood cancer and have their work seen by thousands on the Curing Kids Cancer and KIRSH Helmets social media accounts, promoted by Mario Crim on the Motorcycle Knuckle Busters Podcast and in person at Mecum Auctions.



Motorcycle Safety Lawyers® will also be promoting this unique opportunity on social media and at multiple events. The winner will also receive a grand prize of \$5,000 donated by Motorcycle Safety Lawyers®!

Since 2005, Curing Kids Cancer has raised more than \$22 million for 110+ projects across the United States, Canada, and Africa and now funds a worldwide project too.

We will bring you some pics of the many designs in the next issue of the LID.



CURING
KIDS
CANCER

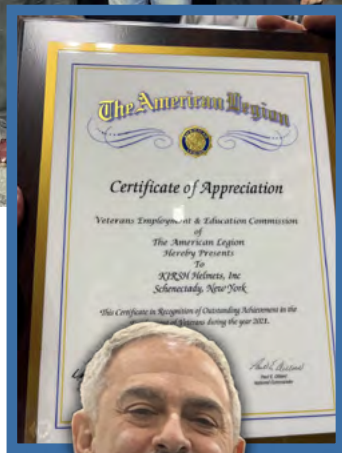


IN THE NEWS

KIRSH HELMETS RECEIVES 2021 SMALL VETERAN EMPLOYER AWARD



[SEPTEMBER 2022] – KIRSH Helmets has been awarded the American Legion Department of NY Small Veteran Employer Award. KIRSH's CEO, Jayson Kirshon, and Technicians Todd Kehley (Veteran) and Walt Fish accepted the award at the American Legion event.



AMERICAN LEGION POST 964 TOURS THE KIRSH PRODUCTION FACILITY

[JANUARY 2022] – KIRSH Helmets hosted a tour for the American Legion Riders (POST 964) and explains all about the CHM-1 and many advantages to riders. We were truly honored as these gentlemen provided us an opportunity to share their presence at our workshop.





MOMENTS THAT MATTER MOST...



This was an email sent to KIRSH's Production Manager, Todd Kehley...

Hey there Todd,

*I just wanted to let you know that I purchased my second KIRSH helmet maybe 2 months ago from Adirondack Harley. That being said, to make a long story short, I went down on a mismanaged curve while doing 60-65 mph. I was told by my buddy, [the rider behind me] that I went flying, and the bike (big 'ol Road King) went flying over my head. Anyway, amongst other things, I banged the forehead/upper front part of my head VERY hard on the pavement. I felt my head bounce then slid, rolled and tumbled until the bike and myself were both in a ditch about 15 feet down or so. Basically the bottom line here, **with absolutely no exaggeration, the KIRSH helmet literally saved my life.** Had I been wearing any other halfshell, I'm sure I'd either be dead or have really really bad head trauma. I somehow luckily ended up with some road rash on my arms, a cut on my nose (from impact of glasses) and some whiplash. I ended up walking out of that Vermont hospital with nothing but some dressing for the road rash and a script for muscle relaxers for minor neck spasms. That's it. The cat scan of my head and neck showed nothing. Although I lost the \$300+ I spent on the helmet, but that's nothing in return for my life. I'm grateful to you guys for being able to have had that KIRSH helmet on when this happened. Just thought you'd like to hear a KIRSH helmet life saving story.*

All the best,
John D.

KIRSH'S RESPONSE

John and Roger from all of us at KIRSH Helmets, we are thankful you are safe and sound. KIRSH's mission is not more evident than what had happened to you both. We want to give the riders everything that they expect in a helmet. Style, comfort, improved performance and above all make a safe and effective helmet. Again, it is ALWAYS a terrible event when a rider goes down but in your case, we are so overjoyed to hear that our helmet had a part in helping save your lives and that you are both unscathed from the incident.

You are the reason we do what we do. "Enjoy the Ride" for many years to come.

At KIRSH Helmets, Inc. we often discuss the "Proof is in the Ride" within the scope of comfort and performance. We all know that at some point one of our helmets will be put to the test for which it is ultimately engineered. Roger K purchased his CHM-1 helmet at Adamec Harley-Davidson of Baymeadows (Jacksonville, FL) and shared his story with all of us after he had an accident on his ride. Listen to what he said about the helmet and what he thinks about the toughest half-shell around.



KIRSH Helmets sent Roger K a replacement American Pride Helmet and plans to have John join us at our office this week, where we will conduct an interview about his experience. We will also be giving John a replacement American Onyx Helmet and a special goodie box that we have prepared. Stay tuned for that video which we will bring to you in the next LID.



DEALER NEWS/EVENTS

KIRSH CONTINUES TO ROLL-OVER THE COMPETITION

SO MUCH MORE THAN JUST A LOW PROFILE HELMET

As you can see from the pictures below, Jay demonstrates the difference between a typical (SIZE MEDIUM) DOT Helmet utilizing foam technology and a KIRSH CHM-1 (SIZE MEDIUM) Helmet. There's just no comparison!



CRUSH at Appleton HD (above), Spitzies HD of Albany (inset), Buffalo Chip (below).



KIRSH CRUSHES IT AGAIN AT...



But there is so much more to a KIRSH lid. We continue to show why we are the toughest half shell out there. Take a look at the video we just did while on location at Roughneck Harley-Davidson® in Longview, Texas. We made a deal with their fitment specialist (who graciously donated his helmet for the test), if his helmet could stand up to the ultimate KIRSH Crush test...then we would give him a KIRSH Helmet for free. Well, we didn't mean to CRUSH his hopes of getting a free lid (yes, we did!) but the proof is in the putting. Take a look.



**THE COMPETITION
JUST DOESN'T STAND UP.**

DEALER NEWS & EVENTS



The KIRSH VAULT

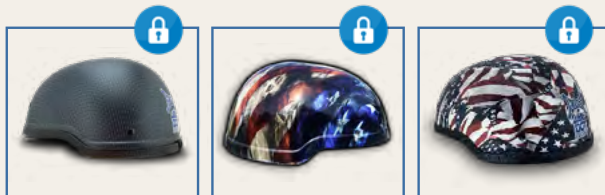
The following KIRSH Helmets have gone into the vault. We will no longer offer these colors and special designs as a regular stocking item. Good news is that if you would still like to own one of these amazing lid colors they can be special order. They may take a little longer to produce (as they are no longer part of the production schedule) but, if your heart is set on one of these beauties just send a message to customerservice@kirshhelmets and we can make arrangements to get you one.*



GOBLIN GREEN

METALLIC RED

METALLIC BLUE



CARBON FIBER

AMR. LOST SOULZ

AMERICAN MOSAIC



DEVIL'S BRIGADE

LOST SOULZ
(Chameleon)

*Please note: these are one off items now and will be subject to additional custom order fees. Ask your customer service rep for details.

SCHEDULE OF EVENTS*

The list below is a schedule of events, demos and dealer visits for the remainder of September through October. Please note that due to weather some events may be canceled or post-poned. Always check the DEALER site for changes and rescheduling.

SEPTEMBER

DATE/TIME EVENT/LOCATION

9/26-30	BEAST Team Dealer Visits TEXAS LEG Starting with Roughneck HD event), OK, LA , Pittsburgh (Steel City)
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OCTOBER

DATE/TIME EVENT/LOCATION

10/1 10AM to 3PM	Precision Harley-Davidson DYN0 DAY
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10/1 11AM-3PM	Spitzies Harley-Davidson HOG Demo Session & Fall Open House (Event)
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10/7 5PM-8PM	Adirondack HD - Open House
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10/8 9AM-2PM	McDermott's HD - Open House
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10/13 5:30-8PM	Susquehanna Valley Harley-Davidson - Bike Night
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10/13-16	Biketoberfest (Adamec HD)
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10/15 9AM-4PM	Colonial HD - Veteran & First Responder Poker Chip Run with the Pipe Hitters Union MC
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10/22 9AM-5PM	Barb's HD - 22nd Anniversary
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10/28 5PM-8PM	Monthly Bike Night Gainesville HD
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10/29 9AM-5PM	Adrenaline HD (Formerly Rossiter's) Grand Opening Event
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* Events are subject to change (time, attendance, etc)



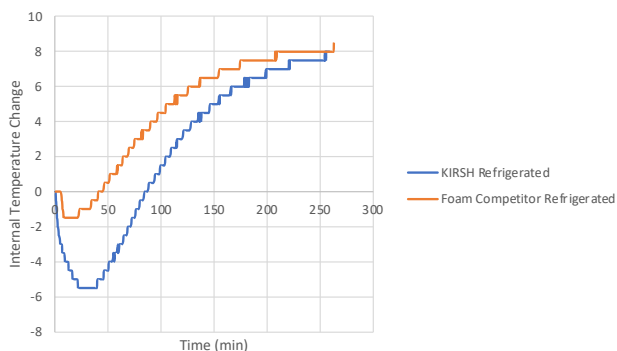
THIS SUMMER'S "COOLEST/HOTTEST"

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

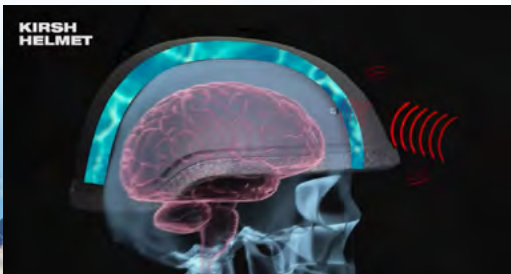


Thanks to the FDL, the party piece of a KIRSH CHM-1 helmet is **thermal management**. The whole helmet can be refrigerated prior to a ride and can offer up to **4 hours of below-ambient cooling**. Learn more about our technology by watching our video below.

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**

WANT TO SEE MORE? VISIT OUR YOUTUBE CHANNEL

WATCH OUR VIDEO - CLICK HERE



CHECK US OUT ON

YouTube!

**ORDER
TODAY**

**& ENJOY
THE RIDE**

PROUDLY MADE IN THE USA

KIRSH VIP PROGRAM

KIRSH HELMETS

**GET \$100
OFF ANY**

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

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.

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.