The Bell Encyclopedia

FIT SYSTEMS

GPS
For a glove-like fit, nothing beats Bell's exclusive Geared Positioning System (GPS). Offered on our marquee helmets—Sweep R, Sweep XC, Metro, Ghisallo, X-Ray, Furio and Influx--GPS delivers the ultimate one hand adjustment for superior fit and comfort. Simply slide the dial to click-in to the perfect custom fit.

ErgoDial
The new ErgoDial Fit System brings one-handed adjustments to our Universal Fit helmets. A simple press of the button and slide of the dial brings firm, snug and comfy stability.

Half Nelson
Bell's Half Nelson fit system is made to hug heads with soft, stretchy yet firm materials for that signature Bell fit.

VISORS

Variable Position Visor (VPV)
Available only on Bell's top-of-the-line mountain helmets, the new Variable Position Visor allows for 15 degrees of horizontal adjustment by using an imbedded clutch mechanism that holds the visor firmly at the desired angle. Changing the VPV's angle just takes a simple tug in the desired direction.

Blade Visor
Bell's Blade visor mixes dramatic looks with top-notch functionality. Horizontal I-beam pins keep the visor in place with minimal intrusion on the helmet surface. Bell ellipse logo plugs are included to give the helmet a seamless look when the visor is detached.

Snap-In Visor
Bell's Snap-In visor provides all the eye shading you could need in an easy to adjust and detach format.

Foam Visor
Simple detachable foam visor keeps the sun out of the little one's eyes and safely cush out of harms way if they fall asleep.

MICROSHELLS

Fusion In-Mold Microshell
In-molding is the process of bonding the helmet's Microshell to its EPS foam layer to provide a sturdier, more solid helmet. The EPS foam is shot into the thin Microshell cap when it is in the mold—thus the name—rather than formed separately and taped on later. This process was pioneered by Bell and is now the industry-wide standard for all high-end helmets. It's now standard on all Bell adult and child helmets.

In-Mold Bottom Wrap
In-Mold bottom wraps bring a new level of durability, solidity and aesthetics to helmets. By bonding Microshell material to the lower half of the helmet, In-Mold bottom wraps cover what on most helmets is a less durable, exposed EPS foam.

Tight-Fit Microshell
This method of attaching the Microshell to the EPS foam mates a precisely molded outer shell to the foam liner. The two pieces are snugly pressed to a tight tolerance and affixed using a super-adhesive strip.

MISC FEATURES:

PinchGuard Buckle
Bell's PinchGuard buckle is specially designed to prevent kids from pinching their neck when they secure their helmet.

Cam-lock Levers
Bell's Cam-Lock strap levers make it easy to adjust the straps around your ears. Simply open the cam...position comfortably and close the lever. Done.

Internal Reinforcement
In order to maximize venting and minimize bulk, high-end helmets like the Ghisallo and X-Ray now feature internal reinforcements. These composite skeletons fortify helmets the same way rebar makes concrete stronger. This allows for bigger vents, more advanced styling and lighter weight, while still meeting stringent safety standards.

Channeled Ventilation
Specially designed ventilation channels on the interior of the helmet's liner bring cool air in through the front, pass it over the head and flushes warm air out of the rear ports. You'll find some form of this feature on almost all Bell helmets, but our higher end helmets feature deeply sculpted channels that keep air moving whether you're bombing it at 30 mph, or huffing it uphill at single digit speed.

HOW TO GET A GREAT FIT

A helmet must fit right and be worn properly in order to be effective. To offer the best value and fit possible, Bell makes helmets in a wide range of sizes and styles.

Why do some models come in multiple sizes and others in just one size?
Bell's three-size helmets are designed for the more serious and demanding rider. They are designed to optimally fit the rider with a shell size as close as possible to the rider's head size. Our Universal Fit helmets are for more casual riders who don't want to spend a lot of money, but want top-notch protection. Universal Fit helmets are targeted to a wider range of head sizes and feature our ErgoDial fit system. In many cases a rider may fit into more than one Universal Fit category.

Universal Fit Chart
Three-size helmets (Road and Mountain category models)
Large = 59-63 cm | Medium = 55-59 cm | Small = 51-55 cm
Adult Universal Fit Sizes (Adult Fusion Sport category models)
Universal = 54-61cm | Universal Women's = 50-57cm
Youth Universal Fit Sizes (Youth Fusion Sport category models)
Universal Youth = 50-57cm | Universal Child = 50-55 cm | Infant T = 47-52cm
Large Universal Fit Sizes (Extra Large Fusion Sport category models)
Universal Large = 58-65 cm

Fitting helmets for customers is easy. Here's a simple guide to the ABC's of fit:

STEP 1 – Size It

(A) Know your sizes. You can find a list of Bell helmet sizes in this clinic or in the Bell catalog.
(B) If the customer doesn't know the size they need, measure the circumference of the customer's head by wrapping a measuring tape around their head just above the ears and level front to back
Once you've determined the correct size, put the appropriate helmet on and check to make sure that it fits the customer's head snugly but comfortably. If it does not, you should replace it with another size or model that does. The helmet should be positioned low enough in the front to protect the forehead.

STEP 2 – Adjust the Fit and Stabilizing System (GPS or ErgoDial)

Bell helmets come with an adjustable fit and stabilizing system. These systems enhance the fit and stability of the helmet, but they are not a replacement for the helmet's straps and fit pads. To adjust the system while the helmet is on a customer's head:
(A) Turn the GPS or ErgoFit dial clockwise to tighten the fit, or counter-clockwise to loosen.
(B) The system should grip the head snugly, but not too tightly.
Make sure the customer is comfortable by asking them (or their parent) if the helmet feels secure and comfortable.

STEP 3 – Adjust the Chinstrap and Buckle

(A) Fasten the chinstrap buckle and tighten the straps until the helmet fits snugly.
How snugly? The customer should be able to open their mouth wide enough to eat without feeling choked or pinched.
(B) Make sure the chinstrap is well back against the throat (NOT on the point of the chin) and that the loose ends of the strap pass through the rubber O-ring near the buckle (this helps to keep the strap from sliding loose and/or the helmet from sliding around or coming off accidentally).
(C) Make sure that customers understand that the chinstrap buckle should be fastened and the strap pulled snugly before riding.

STEP 4 – Adjust the Interior Pads

(A) The helmet fits correctly when it is held firmly but comfortably in place by the fit system, straps and interior fit pads. The fit pads inside the helmet are held in place by 'hook and loop' fasteners, so you can adjust the fit of the helmet by moving the pads slightly, or by using any combination of the different thickness pads provided with the helmet.

STEP 5 – Check the Fit

(A) Once you think the proper fit has been achieved, have the customer grab the helmet and twist it to the left and to the right. If the helmet fits, the skin on the forehead will move as the helmet moves. If it does not, the helmet may be too loose. Snug the fit system or try a different size.
(B) Have the customer grab the helmet and try to remove it by rolling it forward and backward. If they can roll it off the head completely, roll it so far forward that it blocks vision or backward far enough to expose the forehead, it doesn't fit correctly. Adjust the straps and/or fit system and try again.
(C) If you cannot adjust the helmet to fit properly according to these instructions, DO NOT USE THIS HELMET. Replace it with a different size or model.

Once you are satisfied that the helmet fits correctly and that all straps are properly adjusted and tightened, the customer can take a short test ride. Ask them to pay attention to overall comfort and helmet stability while riding and offer to make any adjustments needed to improve comfort or stability. If you have questions about helmet fit, you can call us at (800) 456-2355.

How Do Helmets Work?

During a crash or fall, the helmet's liner compresses to absorb impact energy so that the brain doesn't move around the inside of the skull with as much force. This reduces the likelihood of the most common brain injuries.

Each part of the helmet plays a role in the overall effectiveness of a helmet:

The Outer Shell
Every Bell helmet features a durable outer shell. Some models use a lightweight In-molded shell made of polycarbonate plastic, some use a hand-made fiberglass or carbon fiber shell. Though each type of shell has specific benefits, they all have the same basic mission:

1. Help distribute impact energy.
2. Help protect against penetration by sharp objects.
3. Help protect the liner from abrasions and knocks during day-to-day use.

The Interior Liner
Bell helmets feature EPS (expanded polystyrene) foam liners. The purpose of the liner is to:

1.Help prevent or reduce brain injury by absorbing the energy of an impact through its own compression or destruction.

Since the liner is designed to compress in the event of an impact, a helmet should always be destroyed and replaced after any serious crash - even if it appears undamaged!

The Straps And Fit System

Bell helmets feature tough Nylon® straps and adjustable fit and stability systems that are designed to:

1. Fit the helmet comfortably and securely to the wearer's head.
2. Prevent the helmet from coming off the wearer's head during a crash.

What About "Multi-impact" Helmets?

There are two reasons why we do not claim that Bell helmets are "multi-impact":

1. No helmet, regardless of the liner material used, can offer unlimited multiple-accident protection.
2. There is no way to predict how hard you might hit your head the next time you fall.

It's important to know that a "single-impact" EPS helmet must pass a rigorous series of four (4) high-energy impacts per helmet before it is certified for sale in the US. We also use several different kinds of hazards in the certification tests for our helmets; however, the impacts are not all to the same location. But the bottom line is that if a helmet is involved in any serious impact, the chances are that the EPS has given a part of its life to protect the wearer. That's why it should be replaced, even if it appears undamaged.

Overview Of CPSC Safety Standards

Helmet standards help to govern the design and integrity of helmets so that riders get products that are safe and well designed for the type of riding they enjoy. When it comes to standards for cycling helmets sold in the U.S., there are only 3 things to know:

1. All cycling helmets sold in the U.S. must meet the government's CPSC standard.
2. The CPSC (Consumer Products Safety Commission) standard was developed with input from a number of sources, and it is based on the most recent analysis of usage and injury data for cycling.
3. There are two versions of the CPSC standard – one for Adult and Youth helmets, and one for Infant helmets (children 1 year old and under).

The difference between the two standards is the amount of coverage in the rear of the helmet. You can determine which standard a helmet meets by looking at the box label and inside the helmet.

Helmet Care Guidelines

Cleaning Helmets
Helmets are made of materials that can be damaged by many common cleaners. Petroleum-based solvents or cleaners are especially dangerous. For best results, clean the helmet using a soft cloth or sponge, warm water and mild dish soap.

Lice
Do not use a spray of any type. Place the helmet into an airtight plastic bag for 48 hours. Then, discard the pads and use a soft cloth or sponge, warm water and mild soap to clean the surface. Safely discard the plastic bag and replace the pads (you can call us for replacement pads).

Storing Helmets
Excessive heat can damage the helmet (Heat damaged helmets will appear to have uneven or bubbly surfaces). After each use allow the helmet to air dry and then store in a cool, dry place.

Painting and Stickering Helmets
We strongly advise against painting, stickering or otherwise modifying a helmet because all of these things can damage the helmet and/or reduce it's protective capabilities.

Helmet Replacement Guidelines

How often should a helmet be replaced under normal wear and tear? Bell has a general recommendation of replacing a helmet every three (3) years. If you have any questions as to the condition of your helmet please call us for information or to set up a free inspection.

What if a helmet becomes damaged? If the helmet is visibly damaged (cracked outer shell, crushed or cracked foam liner or any other damage) or involved in a serious crash, don't use it. Damage to a helmet is not always visible! Some or all of the helmet's protective capacity is used up when impacted.

What kind of warranty does Bell offer? Any Bell helmet determined by Bell to be defective in materials or workmanship within one (1) year from the date of original purchase will be repaired or replaced, at Bell's option, free of charge when received at the factory freight prepaid, together with proof of purchase. If you have questions regarding the warranty coverage on your helmet, call us or refer to the helmet owner's manual.

Think Sales – 5 Easy Steps

Selling helmets can be quick and easy if you have a plan. So here are a few tips on how to get your customers into a Bell and out on a ride quickly.

1. Ask your customer about the type(s) of riding they enjoy.
We make helmets for everyone, from the most aggressive mountain and road riders, to casual commuters, sport riders, weekend cruisers and infants. By getting to know their ride style, you can quickly guide them to the best choices.

2. Ask your customer about the features they want.
Some people want maximum ventilation, some like specific colors or styles, some are driven by price, etc. By asking this question you can get extra info that makes the process easier (like, "I have a BIG head" or "I only want to spend $40").

3. Start at the top.
In the long run, customers will appreciate the performance of a premium helmet if they buy one, and they're more likely to buy one if they understand the benefits. Plus, it's easier to work your way down in features and price than to go up.

4. Size 'em up and try it on.
If the customer knows their size, fitting is a snap. If they don't know, offer to measure and fit them to the correct size. (Note: Road and Mountain helmets are available in 3 sizes, and the majority of adults will fit a Medium size. Sport and Youth helmets are available in single Universal Fit sizes that should fit almost all of the targeted customers). Once you have the right size, let them try it on and help with any adjustments. A look in the mirror is also good.

5. Be prepared.
At this point the customer is either ready to buy, or not. If they're ready, then you can close the deal. If you sense they're not ready to buy, try to have another choice in mind so you can grab it quickly or answer any questions. This saves everyone's time, and reinforces your position as the helmet expert.

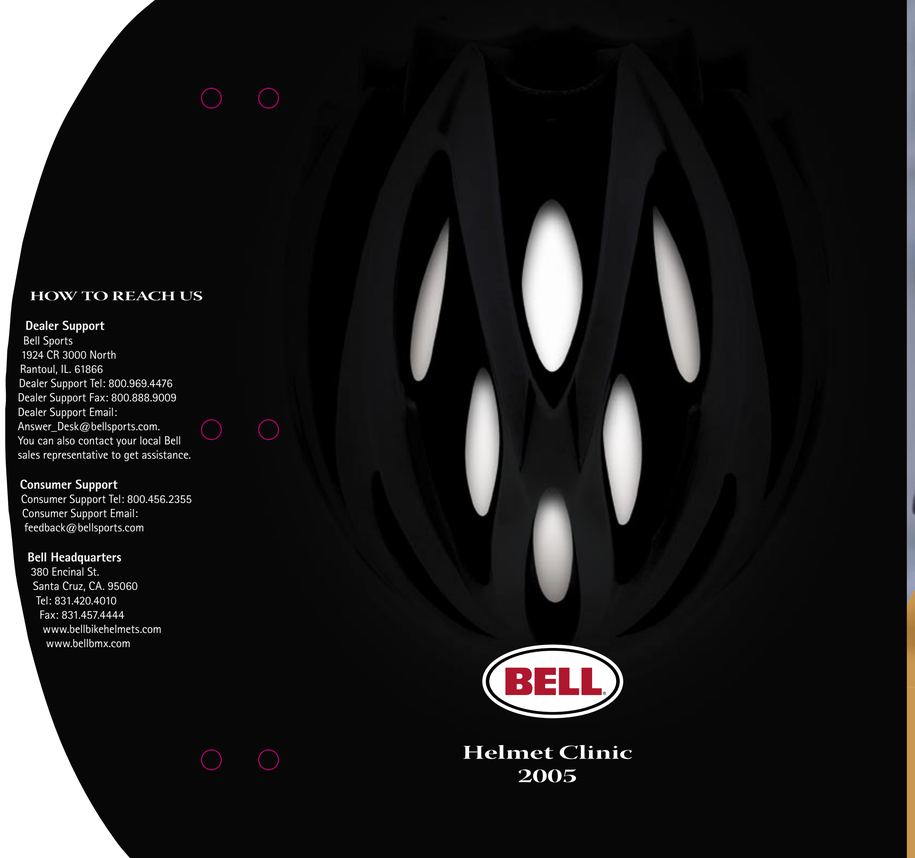
Some Cool Bell Facts You Should Know

1. Bell was founded by a guy named Roy Richter in 1954 in Bell, California. Roy had lost some dear friends to auto racing wrecks and set out to make racing safer. His relentless pursuit of this goal produced the world's first truly protective helmets and his legacy lives on today.

2. The roster of past, present and future Bell Riders is a who's who of the best athletes on wheels. The names Mario Andretti, Jeremy McGrath, Brian Lopes, Dave Mirra, Tyler Hamilton, Bobby Julich, Jamie Whitmore, Bob 'Hurricane' Hannah, Tim DeBoom, Wade Simmons, Ivan Basso, and Jamie Bestwick are just the tip of the iceberg.

3. Bell breaks more helmets than most other companies make. Bell helped establish the CPSC bicycle helmet standard and make it tougher. We have the most advanced test facility in the world and we test four times as many helmets as are required. Our customers and dealers are worth it.

4. Top notch colors and graphics make Bell one of the most sought-after brands in the world. With nearly 100 different color/graphic combinations, Bell has something to suit everyone.



HOW TO REACH US

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BELL

Helmet Clinic 2005

LIFE+STYLE

Sometimes riding a bike is just riding a bike. Pure and simple. Nothing too formal, nothing complicated, just hopping on and getting from point-A to point-B or even better, no point at all. It's life at a pace that suits y ou and on your own terms. And it's the inspiration behind Life+Style, Bell's line of helmets created for adventures in the real world.

To the store, to work or just a spin around the neighborhood. No start times or pace lines, just you and the bike and what you need to get there in comfort and style.

Designed to go with regular clothes and adaptable to the changing world around you, the Metro and Citi helmets are Bell's answer for people who's reward at the finish line is not champagne and a trophy, but simply a cup of coffee and the newspaper.

The Bell Metro and Citi are the official helmets of Bicycling Magazine's Biketown project.

For more info check out:
http://www.bicycling.com/biketown

Why Should Riders Wear A Helmet?

Bell helmets come in a variety of colors and styles for every type of rider, and they're known to be so light, cool and comfortable that they practically disappear when you put one on. Since a helmet is the single most effective means of preventing and reducing the severity of head injuries (anywhere from 45 - 88% of cyclists' brain injuries can be prevented by wearing a helmet) there's no good reason not to wear a helmet.