

BELL IS ONE OF THE FEW TRULY AUTHENTIC BRANDS LEFT IN THE WORLD. ITS ROOTS ARE REAL AND DEEP. BORN IN A GARAGE. FUELED BY GREASE AND WILL. GUIDED BY PURE INTENT... TO ENCOURAGE THE WORLD TO LIVE, DRIVE, RIDE AND THRIVE. WE BELIEVE STRONGLY IN BELL AND ARE INSPIRED TO SPREAD OUR TIMELESS VALUES. IT'S SOMETHING WE THINK THE WORLD NEEDS MORE OF RIGHT NOW. WE WILL RECLAIM OUR RIGHTFUL PLACE INSPIRING AND ENABLING RIDERS AND DRIVERS TO NEW HEIGHTS. IT'S THE WAY IT SHOULD BE.

SO THIS IS THE WAY, THE BELL WAY.

EVEL

A LEAP OF FAITH

KNIEVEL

Evel Knievel leapt into the national spotlight New Year's Eve 1967, jumping the Caesars Palace fountain in Las Vegas. His 151-foot leap is spectacular—he clears the fountains, a virtual caped superhero—but loses control landing, and ragdolls 165 feet into a brick wall. It's a horrific wreck, replayed in painful slow-motion nationwide, endlessly. He spends the next 29 days in a coma, then emerges a national hero, America's Daredevil.

In 1974, Knievel tries a 1,600-foot leap over Idaho's Snake River Canyon in a steam-powered rocket (he'd wanted to jump the Grand Canyon, but was denied permission). The Sky-Cycle never made it in test runs, but Knievel straps in anyway. He doesn't make it and fails, before 12,000 spectators and a live TV audience. The chute deploys early, dropping Knievel on the same side of the river as the launch platform.

His successes were huge. His failures even more spectacular. After breaking his pelvis and back in a 1975 attempt to clear 13 London buses in Wembley Stadium, he stood and waved to a roaring crowd of 90,000 before walking out. It was a defining moment.

Failure made him famous, but we loved his tenacity and cheered his success. He showed that to the determined, failure isn't permanent.

**“I'M A JUMPING
SON-OF-A-BITCH.
I'LL JUMP
ANYTHING.”**

Coming back from injury is the toughest thing an athlete faces in a career. Evel Knievel made that his career, landing in the Guinness Book of World Records with 433 breaks for “most bones broken in a lifetime.”

The jumps got bigger. The wrecks, too. There was no computer model to guarantee success, much less show they were even possible. It came down to him, his motorcycle, and having the guts to lay everything on the line. And we loved it, spending millions of dollars on Evel Knievel action figures, lunchboxes and toy motorcycles to make him one of the biggest franchises of the 1970s.

433

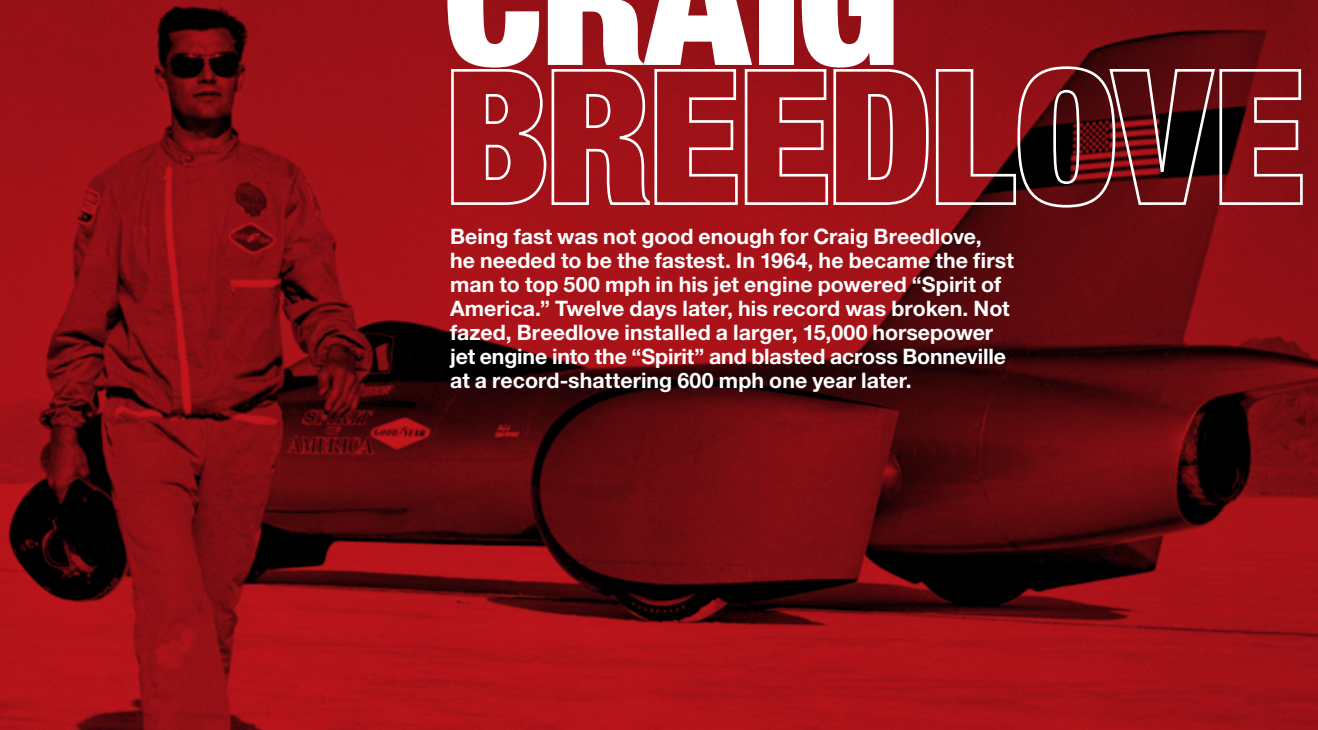
BROKEN BONES





CRAIG BREEDLOVE

Being fast was not good enough for Craig Breedlove, he needed to be the fastest. In 1964, he became the first man to top 500 mph in his jet engine powered "Spirit of America." Twelve days later, his record was broken. Not fazed, Breedlove installed a larger, 15,000 horsepower jet engine into the "Spirit" and blasted across Bonneville at a record-shattering 600 mph one year later.



THE NORTH SHORE

In the early 1990s, wooden ladder bridges, teeter-totters, skinnies and other man-made features began appearing on the mountain bike trails north of Vancouver, both upping the degree of technical difficulty and helping to mitigate the perpetually wet conditions of the Pacific Northwest. In the process, it changed not only how trails were constructed but it redefined the sport.

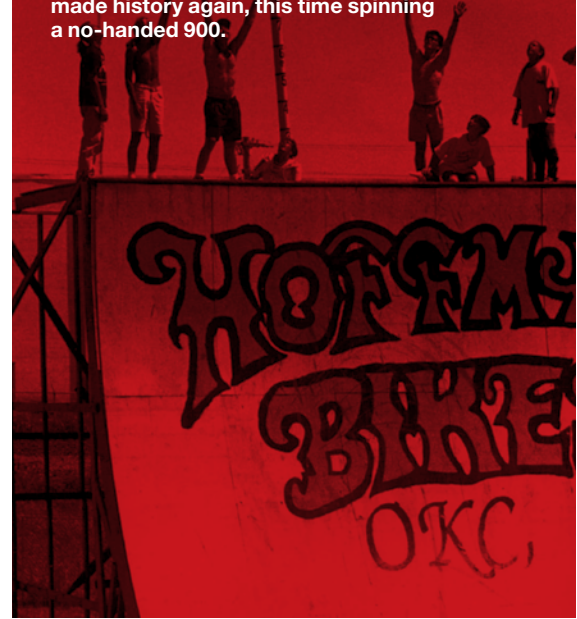


SHIRLEY MULDOWNEY

The first woman to race Top Fuel never wore hearing protection, believing it prevented her from hearing the subtleties of her engine, which rumbled at deafening levels. Miraculously, she avoided permanent hearing loss. Shirley Muldowney pursued winning without compromise and made it pay—she was the first three-time Top Fuel world champion and the fastest woman on wheels.

MAT HOFFMAN

The next step is usually obvious. The trick is figuring out how to get there. In 1987, every pro BMX ramp rider wanted to land the first 900 aerial in action sports. It was the holy grail. Riders questioned whether it could be done. In 1989, 16-year-old Mat Hoffman landed it (10 years would pass before Tony Hawk landed the first 900 on a skateboard). At the 2002 X-Games Mat made history again, this time spinning a no-handed 900.





S GENERAL STORE

ROY RICHTER

RACING'S LIFEGUARD



RICHTER MADE HIGH PERFORMANCE ACCESSIBLE TO EVERYONE.

It's 1946, and Roy Richter's just lost another friend in a racing accident. He decides to do something about it.

It's a visceral time in auto racing. Rules are almost non-existent, and anyone can participate. It's also a deadly time. It's the automotive equivalent of 1970s punk rock, and Richter is one of the central figures as owner of Bell Auto Parts, the world's very first speed shop. Which means Richter has the resources, and the influence, to make a difference.

The first Bell helmet—the 500—debuts in 1954. Richter's friend Cal Niday is first to use one at the Brickyard, in the 1955 Indy 500. He crashes out. He's racing again in a few months, despite sustaining a skull fracture, and credits his Bell with preventing more serious injury. The 500 is now proven. Race-tested.

Bell's helmet sales skyrocket. But when the 500 doesn't come out on top in the first-ever Snell Memorial Foundation helmet test, Richter immediately suspends production for a redesign. The result is 1957's Bell 500-TX, the first Snell-approved racing helmet, establishing Bell's now longstanding policy of never settling for second-best.

Richter became the ultimate speed merchant, presiding over an empire that included Bell Auto Parts, Bell Helmets (Bell-Toptex) and Cragar. He was instrumental in founding SEMA, the Speed Equipment Manufacturers Association. But he was most proud of his work at Bell Helmets, and its legacy.

In a 1967 letter to Snell Foundation founder Dr. George Snively, Richter thanks him for all he'd done. "I know they were not performed as a personal favor to me, but more for the betterment of mankind, but inasmuch as the man in the street or the average race driver won't say thank you I thought at least I should."

"I have never had a project that presented the challenge and offered the personal satisfaction that I received in my association with you on this Helmet thing."

Roy Richter changed how the racing game was played. He made high performance accessible to everyone. And he made it safer, giving racers and daredevils freedom to push the limits, redefining what's possible.

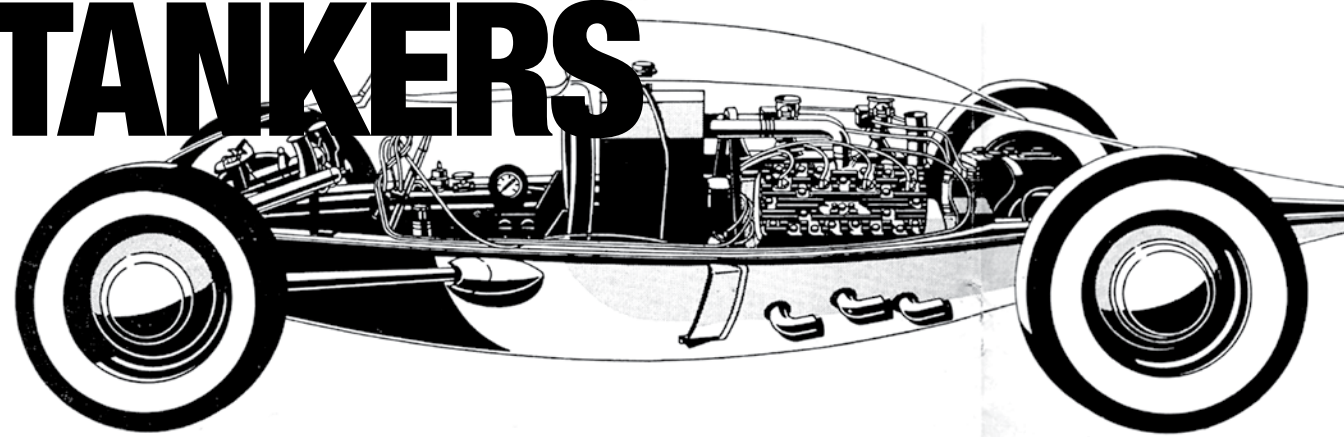
BIG DADDY DON GARLITS



Don Garlits, the first person through the “impossible” 200 mph barrier in the quarter-mile, lost part of his right foot in a horrific drivetrain explosion in 1970. It would’ve been career-ending for anyone else, but not for Big Daddy. He returned with Swamp Rat XIV, ushering in Top Fuel’s modern era with the first rear-engine rail, putting the driver in front of the engine and out of harm’s way.

BELLY TANKERS

An airplane drop tank is lightweight and aerodynamic. And for \$35 surplus, it’s affordable. Hot rodder Bill Burke turned one into the ultimate pre-fabricated lakester body in 1946, stuffing a Mercury flathead V-8 into a surplus P-51 Mustang drop tank and hitting 131.96 mph on the salt. The belly tank racer had arrived.



BURT MUNRO

Burt Munro personifies single-minded pursuit. In 1920, he bought a new Indian Scout. His lifelong obsession was making it fast, a goal he pursued for nearly 50 years. He built everything himself, even casting and quenching his own pistons (he developed his own alloys by mixing fragments of broken-up automotive pistons). He set three world records on his Indian, one of which—183.59 mph—is still the standing record for a sub-1,000 cc motorcycle.

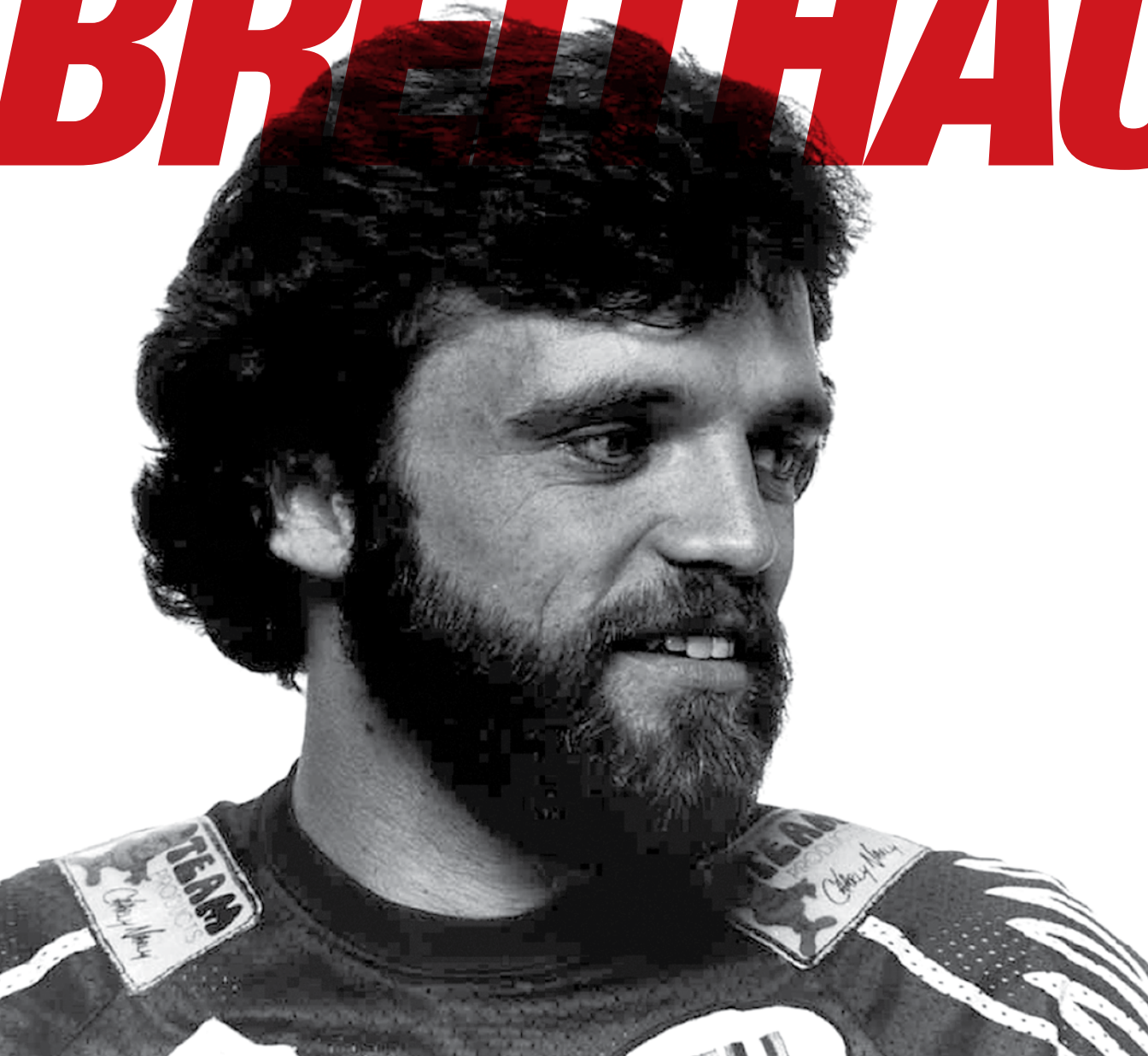
MUNRO
SPECIAL

1920

Indian

SCOT BREITHAUPT

**THE
FOUNDING
FATHER
OF BMX**



The Big Bang moment for BMX is the intro sequence of 1971's On Any Sunday, where kids pretend their Schwinn Stingrays are motocross bikes. 13-year-old Scot Breithaupt was well ahead of that intro. Six months prior to the release of the film factory Yamaha MX rider, Scot lugged his old trophies to the local trails and staged a "peddle-cross" race for 25 neighborhood rats. The next weekend, 100 kids showed up.

Improvising with what was in front of him, in less than five years Scot had created a monster. The only way to control it was to do everything; he formed the first BMX sanctioning body, promoted events, built tracks across southern California, scouted for new stars, consulted with nearly every manufacturer in the industry, and, oh yeah, he raced. He was still in his teens when he earned the nickname the Old Man.

As a rider, Breithaupt pioneered using front brakes for charging into corners. He invented the 4-bolt stem, doing away with the unreliable single-clamp quill goosenecks of the day. His input to Bell on the Moto III resulted in a lighter and more bicycle-tuned version that became a symbol of early BMX. Eager for advanced equipment, Scot co-founded FMF (which stood for Flying Machine Factory, or Fast Mother Fucker, depending on who you talked to). Through FMF, Scot introduced motorcycle

tech to BMX, notably aluminum fabrication. But FMF was just the prototype for Breithaupt's next brainchild, SE Racing. As BMX spread internationally in the 1980s, it was Scot's frenzied energy that put SE at the forefront. SE's core products and team were the icons of the era, and Scot took them around the world racing and fanning the flames.

Pulled in all directions by the empire he'd created, the Old Man was not able to train the way top competitors were. But he had an answer for that, too. Breithaupt frankensteined a beach cruiser by putting wider MX handlebars on it, creating the first BMX cruiser. With more stability and bigger wheels, the cruiser allowed Scot to remain relevant and competitive. This was especially evident in the pro open class, where riders could race any type of bike in a "run what you bring" format. He also set a jumping distance record on a cruiser—67 feet—that remained unbroken for 27 years.

As a pioneer, Breithaupt made up the rules as he went along. His youthful naiveté didn't prevent him from getting in way over his head. In fact, he thrived when he was busiest and took it upon himself to do everything. That was precisely what early BMX needed, an ecosystem, a culture, and a charismatic leader mixing guerrilla tactics with efficient solutions to get results. He nailed it.

What were you up to at age 13?

“THE ONLY WAY FOR BREITHAUPT TO CONTROL IT WAS TO DO EVERYTHING.”



BELL IS RACING

CHANGE
OF
REIGN
100%

AS MUCH A PART OF RACING'S LANDSCAPE AS PISTONS, SPARK PLUGS, AND CHECKERED FLAGS.

By the early 1970s, Bell owns racing. Everywhere you look, the oval Bell logo is there. The entire 1973 Indy 500 starting grid is strapped into Bells, at a time when Bell only offers contingency sponsorships, meaning you only got paid if you won. It's the same story at the California 500 and Pocono 500. Bell is racing.

Bell is as much a part of racing's landscape as pistons, spark plugs and checkered flags. The Borg Warner Trophy®, awarded at the world's oldest existing auto race—the Indy 500, depicts a driver in a Bell helmet.

There have been other perennial sponsors in racing—mostly commodities like fuel and oil. But a helmet is something drivers stake their lives on—it's a wholly personal decision, and Bell is still one of the most trusted brands in professional racing.

And that says it all.

RICHARD PETTY

Richard Petty is a second generation NASCAR driver. His father, Lee Petty, a three-time NASCAR champion who won the Daytona 500 in 1959, was a tough act to follow. Richard did slightly better. Seven NASCAR championships, seven Daytona 500 wins, 200 career race wins, 27 wins in a single season.

JENS VOIGT

Some believe "Jens Voigt" means "to attack" in German. More so than winning races—which he does with some regularity—a mere uptick in his pedaling strikes fear in the pack. This selfless teammate is the consummate *rouleur*, known to bury himself day after day for the success of the team. After recovering from a horrific crash in the 2009 Tour de France on the Col du Tormelet, a teammate quipped "Jens did not have road rash, the road had Jens rash."

JOHN TOMAC

Mountain biking in the mid-1990s was the dawn of special-purpose race gear: dedicated downhill bikes, lightweight cross-country rigs, and riders who focus on just one discipline. And then there was the legendary John Tomac, the total cycling athlete. Tomac was the only rider to remain at the pinnacle on dirt and pavement at the same time.

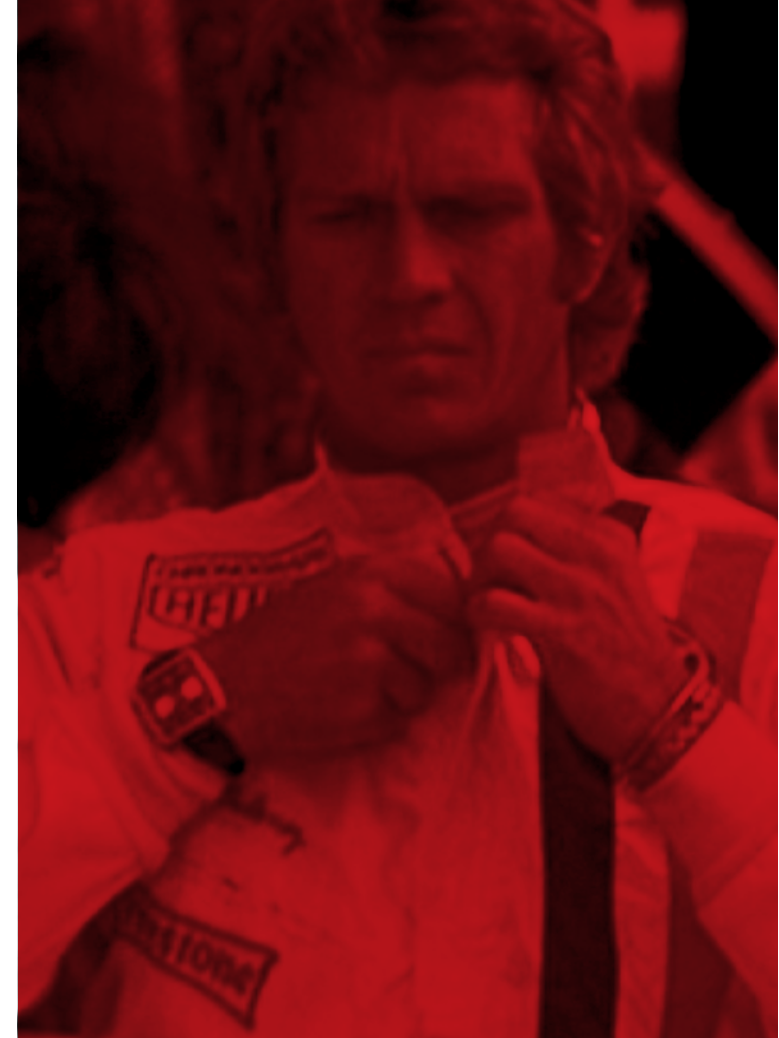
KENNY ROBERTS

Kenny Roberts started as an A.M.A. Rookie of the Year dirt tracker. In his Grand Prix debut, Roberts applied dirt track's early braking/powering through cornering technique to leave the dominant Europeans behind, taking three GP World Championships and changing road-racing technique forever.



STEVE MCQUEEN

**KING
-OF-
COOL**



“IT’S DEFINITE. YOU BEAT A GUY AND YOU’RE BETTER THAN HE IS; HE BEATS YOU, HE’S A BETTER MAN THAN YOU ARE.”

Nobody remembers the plot, but everyone remembers the chase in *Bullitt*. It’s the car chase. No dialogue. No CGI. Those are real cars. That’s really San Francisco. And it’s really Steve McQueen driving the wheels off of that ’68 Mustang.

“When you’re racing, it’s life. Anything that happens before or after is just waiting.” The line belongs to Michael Delaney, Steve McQueen’s character from *Le Mans*. But it could’ve come from McQueen himself.

There have always been Hollywood types who loved fast cars and racing. Most were dilettantes. Some, like James Dean and Paul Newman, were the real deal. But none lived it with the same passion and depth as Steve McQueen.

He began racing motorcycles in his early 20s, regularly winning money in weekend races. As he rose through Hollywood’s ranks he took every opportunity to drive

on screen, most famously in *Bullitt* and *The Great Escape* (if you look closely, you can spot him in a German uniform, chasing the escaping prisoner—himself—on the stolen motorbike).

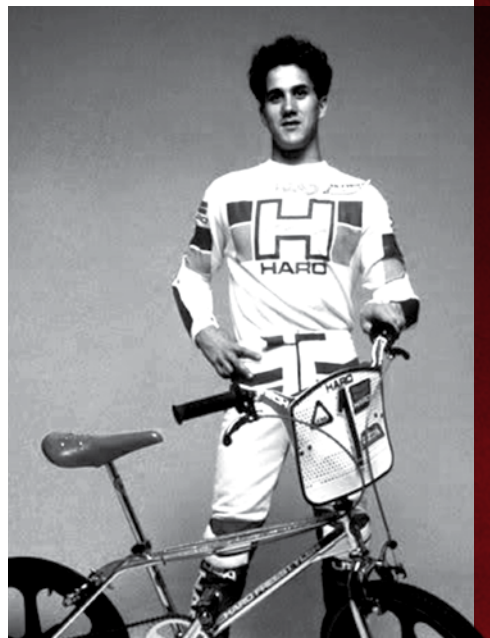
McQueen was legitimately gifted—he represented the U.S. on the International Six Days Enduro team with friend Bud Ekins (who, for insurance reasons, performed *The Great Escape* motorcycle jump and some of the airborne Mustang driving in *Bullitt*). He raced extensively, including the Baja 1000.

Paired with professional driver Peter Revson, McQueen won the 3-liter class at the 1970 12 Hours of Sebring, losing first overall, by 23 seconds, to Mario Andretti’s more powerful 5-liter Ferrari. He entered the 24 Hours of Le Mans the same year, to obtain footage for his next film, *Le Mans*, but the film’s backers threatened

to pull out if he persisted. So he sat out, but gave us the best film to capture the intensity of high-stakes 24-hour racing.

At his core, McQueen was an ordinary enthusiast. Only he had the means to indulge and the talent to be a success. He was a world-class motorcycle racer and driver, and avid pilot who spent so much time at the airport—which he’d described as “my kind of country club”—he slept in his hanger.

In 1972, he was the world’s most highly paid actor. Two years later, he hung up his star to go racing. He wouldn’t act in Hollywood for four years, with the exception of a 1974 cameo—playing a dirt bike rider.



BOB HARO

Before he invented freestyle BMX and launched a successful bicycle company, Bob Haro was a 16-year-old dude with a giant afro, a big set of markers and pens, and his finger on the pulse of BMX. It was Bob's job/hobby to express the nuances of sport in his illustrations for BMX Action magazine and various industry brands. These illustrations captured the culture, and celebrated a style that anyone who rode knew was unique to BMX.



ON ANY SUNDAY

On Any Sunday is more than a film about motorcycles. It's a love story about racing and the mechanical way of life. And in 1971, it was eye-opening, giving many Americans their first glimpse of sport as more than a pursuit, but as an actual culture.

The film's impact was enormous. Motorcycles were no longer exclusive to rebels and outlaws. To middle America, "those guys on motorcycles" became motorcyclists.

On Any Sunday told people it was okay to "live the life," and it paved the way for mainstream acceptance.



500-TX

500-TX
AT
THE
MOMA



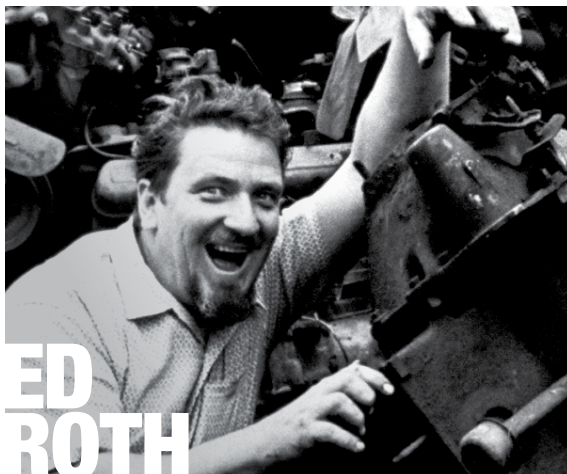
They say that art imitates life. In 1961, the Museum of Modern Art took a shortcut and decided to honor life itself, awarding the Bell 500-TX an accolade for Design Excellence and placing it in their collection. What better evidence is there of a kick-ass form following a kick-ass function.



HONDA SUPERCUB II

No single company has introduced more people to the freedom of the motorcycle than Honda and the Super Cub. Manufactured continuously since 1958, it is the best-selling motor vehicle in history. By pairing the brilliant and female-friendly ad campaign "You Meet the Nicest People on a Honda" with excellent design and build quality, Honda single-handedly swept away the stereotypes of black leather jackets and hair grease and cleared the way for a new generation of two wheel enthusiasts.





ED ROTH

Big Daddy Ed Roth was hot rodding's cultural ambassador. His monstrous hot rod creations like Rat Fink and his outrageous customs transformed hot rodding from crude backyard engineering into sculpturally refined art, breaking new ground with fiberglass bodywork. The Revell model company immortalized his creations, bringing them into bedrooms and living rooms across the world, introducing countless youngsters to the rich fabric of hot rod culture.



SONNY NUTTER

Slidin' Sonny Nutter raced flat track motorcycles and sprint cars for over 30 years. He worked his small motorcycle garage and parts house while racing five nights a week. He would fill orders for the other racers at the track and then strap into his helmet and take them all on. At 66, Sonny is still in the game, fixin' bikes. Shootin' the shit. Livin' the life.



BOB HANNAH

Bob "Hurricane" Hannah dominated motorcross during the 1970s. His seven AMA national championships put him in the AMA Hall of Fame, but his real legacy is professionalism. He was the first racer to train every day. After retiring from moto, Hurricane took up the world's fastest motorsport, skimming the desert floor at 500+ mph as one of unlimited air racing's more colorful competitors.



ROLAND SANDS

For many, there are only two kinds of street bikes: customs (AKA Harleys) and racers (AKA sport bikes). No in-between exists. Unless you are Roland Sands.

Sands' creations are outrageously flamboyant and as overtly showy as lowriders. But they're also sickeningly fast. Think Bonneville racers and MotoGP bikes. His bikes aren't properly crossovers—they're not mashups or in-betweeners. They're something else entirely.

In addition to his amazing fabrication chops, Sands also has incredible road-racing credentials. He started racing at 19, and won the 1998 AMA national championship in 250 GP. Some of his track records still stand.

Whether you're a Harley rider or a throttle jockey, when you see a Roland Sands custom, most anyone who's ever ridden a bike can only tell you one thing: they want it. Badly.

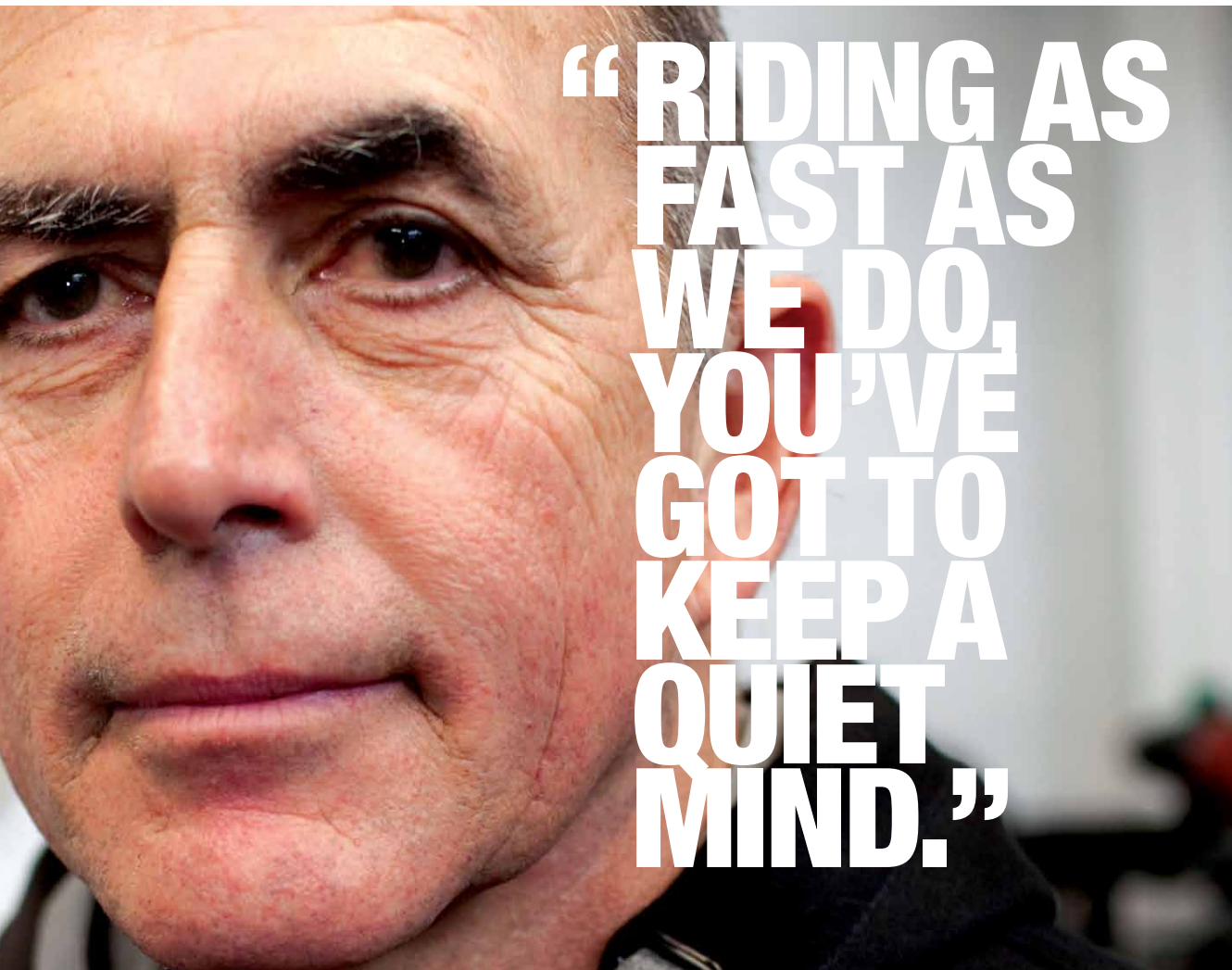
MENTOR
TREVOR DUNNE/50+

When the kids were young, I wore an extra large kidney belt to cinch Carlin on my back and I'd tuck baby Daniella inside my leather in front. Inevitably, they'd both fall asleep. I didn't force this on them, but it's fair to say that they didn't stand a chance.

Contrary to the expected, we're not crazy. Riding as fast as we do, you've got to keep a quiet mind. When you're anticipating a corner at 100 MPH, it's gone by the time your brain understands what's happening. You've got to keep it cool.


I remember aspiring to a Bell Star helmet. They were for serious riders, a real innovation compared to the Cromwell pudding basin of the time. But Bell kept things the same for years and then the Japanese came in with newer technologies. But they're catching up again. I can see that they mean it with the technology they've brought in.

I lack the hospitality gene, so Carlin works up front and I work out here. They call me the "troll in the tree." Motors are my real friends. I'm happiest when I'm on top of one or surrounded by them, wrench in hand.



“RIDING AS FAST AS WE DO, YOU’VE GOT TO KEEP A QUIET MIND.”

PROTÉGÉ
CARLIN DUNNE/28



“IF YOU HAVE THE BUG, YOU ALWAYS ENVISION SOMETHING BETTER.”

I'm jack of all trades, master of none, and I'm ok with that. I'm not cornered in. I can keep it loose while living my dream, legitimately.

I don't know how many loads of dirt I shoveled as a kid. I've been building jumps and riding bikes and motorcycles all my life.

If you have the bug, you always envision something better and most of the time, you've got to get it done yourself. Nobody pushes me. I find inspiration and push myself.

Aerospace is my latest interest. The things I do are the closest I'll ever get to being an astronaut. I have two-wheeled ADD: mountain bikes, dirt bikes, road racing, motocross, freestyle. My only challenge is how to do it all.

Kendall Norman's light-hearted nature strikes me as different both on and off the bike. I've never met anyone who loves it all as much as he does.

Most guys are pretty strict, but he surfs and does other stuff to keep it fun. Roland Sands is making it work for himself, too. He's surrounded himself with people who care. Troy Lee, too. He understands the need for protection, but he's funky. What he does can only come from love of the sport.

My dad is my base. His passion hasn't dwindled. He gets it, he understands. I don't have to explain a thing to him.

The ride that defines it all for me? The Baja 1000. I've done it eight times. Every time is a lightning-fast adventure with a lifetime full of stories. I need to win that race.

* Note: As this book went to press, Carlin had just won the 2011 Pikes Peak International Hill Climb, setting new course record for motorcycles in the process.



MENTOR
MATTHEW SLAVEN / 31

“I LIKE THE FREEDOM TO CHOOSE MY OWN WAY.”

My first bike was a red, white, and blue Huffy with plastic mags. I went through a series of yard sale bikes before my dad realized I needed a real bike and sold his own to buy me one.

I fell in love with mountain biking in a bad snow year. I took my commuter for a ride on the trails and was hooked. My BMX skills allowed me to get sucked in—the feeling brought me back to the days of riding around like a kid. Those skills remain my secret weapon: I see lines that others miss.

I like the freedom to choose my way. Unlike cross country, all-mountain allows for that, it's the second coming of mountain biking—bringing back the fun without dumbing it down. At Sandy Ridge, we want to keep it open but hard, or else the sport won't grow. The best rides have features you can't make happen every time.

Innovation that gets more from your bike is what matters to me. Five or six inches of pedalable travel, better tires and dropper seatposts mean these bikes can descend like downhill bikes. Lightweight but strong carbon frames mean they can climb like a cross country bike—it's hot and looks cool.

I respect Adam Craig; he's a World Cup-level Olympian who gets a lot of flak for all of the kayaking and skiing he does. He mixes it up, keeps it fresh, likes a good burger, and isn't hung up on the power meter.

Downieville used to be the biggest race. It's important but it's the same race year after year. A lot of hype. Media is important but I like grassroots events that bring the lifestyle to it—locals that are in and behind the event, shuttles, camping, parties...

I'm lucky that the best example is right in my back yard—The Oregon Super D series.

PROTÉGÉ
ADAM OSBORN / 20

I grew up jumping curbs and dirt piles around my neighborhood. Everyone rode BMX or was into skate. After so many pavement crashes, the dirt trails of Powell Butte looked real good. It was inevitable I'd get into mountain biking.

Commuting on a mountain bike revved up my passion, and an internship at Bike Gallery opened up a whole new world of resources. But the magic happened at Ape Canyon—the scariest thing I'd ever done. It was a blast... suffering uphill, flying down the descent... I remember thinking, this is what this is all about, and it made me want to get better. It's the ride I go back to year after year to gauge my progress and experience that feeling again.

My first cyclocross event at Alpenrose was also pretty cool. I remember looking around, seeing how much fun everyone was having in 35 degree rain, covered in mud... anyone in their right mind would be miserable, but all I could think was, this is awesome.

I think the real issue for most student-cyclists like me is access. Racing is expensive and requires travel and there aren't a lot of opportunities to build skills close-in.

Why not bring otherwise dead urban spaces back to life with pump tracks and skill parks, like the one under the freeway in Seattle? Sandy Ridge is fantastic and popular but it requires a car ride.

I helped build a switchback to switchback stretch out there—it seemed super-long at the time, but when you ride it, it flies by. It feels real good knowing I did my part and that I'm part of it.

The term badass is kind of funny to me; it's more about respect for what people can do on their bike, like Matthew—he's fast and clean.

I tell people to try all the helmet brands. No different than a shoe, it needs to fit.

“WHY NOT BRING DEAD URBAN SPACES BACK TO LIFE WITH PUMP TRACKS AND SKILLS PARKS?”

MENTOR

ALLAN COOKE / 29

When I first got to Haro, I went the most consecutive non-injured days off the bike in my life. I knew I had to build a ramp. So, I put my eight hours in at the desk and then came out here after work, sawing, hammering, building 'til I ran out of daylight.

No matter where I am and why I'm doing it, I'm never satisfied with the expected. I go out of my way to find a different way, like pulling an ice pick stall on a helicopter and dropping into the pipe. I also learned that you can check your bike for free if you put it in a golf bag - ha! - sticks are free, but bikes pay fees. Fight and win every battle.

One session lives in me, on a road trip down under near Queensland we stopped at Browns Plains. It was hotter than hell and something just came over me that day. I was working this one hip over and over, it wasn't a contest, but I felt like I won in the biggest way. I'm into so many different things, motocross, BMX, freestyle, desert racing, velodrome. Just kicking the back out puts a smile on my face. Something about two wheels makes everything disappear. It's like breathing, walking. It just is what it is.

“I NEVER SAY WHY—IT'S MORE LIKE WHY NOT?”

I never say why, it's more like, why not? You never how fast you can go 'til you fall. From early on, that's the way it's been, trying to keep up with my older brother Aaron, crashing jumps on my badass trike.

When I was little, my dad ran R&D at Kawasaki. He'd stuff the liner of a Bell Moto with socks and take me on rides.

A few years ago, I got knocked out four times in four months and the Bell guys set me straight. These days there's no reason not to wear a helmet. I wear the Bell Faction.

The tattoo on my chest says it all—Live Lightly And Enjoy Life.



PROTÉGÉ

TRAVIS PETERSON / 15

“BAD ASS IS LOVING WHAT YOU DO.”

I'm happiest anytime I'm on my bike.

I like the Gatorade Free Flow Tour; it brings exposure to younger riders in cities around the country who are in it for the love, not the money.

Style? That's for other people to judge. I just want to ride. My whole life revolves around BMX.

Most of my friends are into team sports, but I don't like to be told what to do and how to do it. I end up riding with older guys, 18-19 year olds.

Trinity Bikes is my local shop and that's where I can find everything I need: friends, parts, support or rides.

My first Bell memory is of my dad's helmets. He rides too and is the one who got me into this. After that, it has to be the Sushi Series poster on my wall. Allan Cooke was on it.

Bad ass? Bad ass is loving what you do.



WHAT MOTOR ACTION CULTURE THINKS ABOUT BELL

Old School: 60+ = Original

"In my time, Bates and Bell went hand in hand, they were the original brands of the day."

- *Sonny Nutter*

Golden Age: 50+ = Aspirational

"I remember aspiring to a Bell Star helmet. They were for serious riders, a real innovation compared to the Cromwell pudding basin of the time."

- *Trevor Dunne*

Nostalgia: 30+ = What my Dad wore. Nostalgic, iconic, authentic.

"I'm loyal. Bell works, it fits me best. But the brand lost some steam along the way."

- *Wendy Williams*

The Lost: 20+ = A supermarket brand

"I don't trust a brand you can buy in a grocery store."

- *Erin Glover*

The Opportunity: 15+ = My Dad, and others I look up to, wear one.

"My dad has always worn Bell and I had the Sushi Series poster on my wall—the one with Allan Cooke."

- *Travis Peterson*

WHY BELL MATTERS.

Times change, values don't. Our core consumers today have inherited a set of values from previous generations: authenticity, humility, DIY passion, and most importantly, action. They live wide open. Like the original Bell consumers, they are a community where action matters, experiences matter. The yardstick of bad ass is living life on your own terms and challenging what's possible in the world. This mindset is a generational gift, passed on from generation to generation.

AND ALL ALONG BELL HAS BEEN A PART OF IT.

BELL HAS MORE EXPERIENCE IN ACTION THAN ANY BRAND IN ACTION SPORTS. THE VALUES AND MINDSET THAT DROVE THE CORE COMMUNITY 60 YEARS AGO ARE STILL WHAT DRIVE MOTOR AND ACTION TODAY. BELL IS NOT A COUNTER-CULTURE SPAWNED IN RESPONSE TO THE ACHIEVEMENTS OF THE ORIGINATORS—BELL IS THE ORIGINAL.

When Bell says "Challenge the world," it's not about flipping the bird. It's about providing the equipment that enabled The Condor to fly.

Bell has the opportunity to bring back what's been lost in Motor, Action and Culture—the hype-free, unpretentious joy of living wide open.

By doing so, Bell will reclaim its rightful place within the action and stand apart from the brands who live on the banners on the sidelines.





500

The first helmet designed specifically for racing. The shape and ear coverage made this helmet revolutionary.

1954



SHORTY

The first helmet for the masses. The shape that inspired many other helmets in both bike and skate.

1960



STAR II

More peripheral vision and a flip up visor made this the most widely used full-face helmet. The prototype for all modern full-face helmets.

1975



BIKER

The first bike helmet to use EPS liner along with the nylon webbing for retention—the main ingredients of all modern bike helmets.

1975



V1-PRO

The first time we see ventilation becoming more important. The design of the vents running front to back gave it a sleeker look.

1983



Li'L BELL SHELL

The first helmet designed specifically for kids. The design is based on the liner of a motorcycle helmet.

1984



MAG 4 RS

The iconic helmet for NASCAR. The shape and purpose built utility make it synonymous with the most popular form of motor sport.

1985



PRO STAR

One of the first Bell motorcycle helmets designed for better aerodynamics and ventilation.

1986



MOTO-5

Moto-5 introduced new ideas in ventilation by channeling air through the visor and onto the forehead of the rider.

1989



FEULING

This unique design created the most stable helmet in racing, an innovation that was later used on the new Bell Star motorcycle helmet.

1993



NEMESIS

One of the first dedicated mountain bike helmets, it helped define Bell's "STRONG" aggressive styling in the off road space.

1998



M5

Ventilation and lightweight construction refined. Bell's purpose-built functionality from auto racing helmets applied to motorcycling.

2001



500-TX

The 500-TX was the first use of an EPS liner in a motor sports helmet. This was a game-changing innovation that is still the standard today.

1957



STAR

The Star took face protection to the next level with a shell that protects the nose and mouth. It redefined the helmet.

1967



MOTOSTAR

The Motostar took the protection of the Star and incorporated the unique requirements of motocross.

1975



STAR XF

This helmet explored the outer limits of full-face coverage. It was also an exercise in custom helmet production.

1978



MOTO-4

More ventilation and an adjustable visor made the Moto-4 the benchmark for every modern motocross helmet that followed.

1983



BMX

The first full-face bike helmet.

1984



RACE STAR

One of Bell's first motorcycle helmets to use a carbon/Kevlar blend to create a truly lightweight helmet.

1985



OVATION

The first Bell Microshell helmet. This was also the first design to utilize vertical front vents.

1988



IMAGE II

The first Bell in-mold helmet. This shape would be the foundation for all bicycle helmet designs in the future.

1991



BELLISTIC

This bicycle-inspired, lightweight helmet was the first of its kind to feature vents and a full face.

1995



PHI

A refined vertical vent pattern and a lower hard body make this the first Bell to have all the elements of a modern bike helmet.

2000



GHISALLO

The most ventilated bicycle helmet to date. Influenced all future bicycle helmet designs.

2002

**INVENT
FOR
THE
CORE**

WE INVENT THE PROTECTION FOR BREAKING BOUNDARIES. OUR PURPOSE IS TO ENABLE AWESOMENESS. FOR 60 YEARS WE'VE ANSWERED THAT CHALLENGE AND SPAWNED MANY INDUSTRY FIRSTS. BELL HELMETS SET THE STANDARDS OF THE DAY. THEY WERE INTENDED TO HELP OUR CONSUMER LIVE, DRIVE, RIDE, AND THRIVE.

BELL STAR



STAR

THE LEGEND LIVES ON

The new Bell Star redefined what a modern full-face helmet should be. Never before has so much effort been put into designing a helmet that is lightweight, well-ventilated and very stable at speed. The modern Bell Star introduces Velocity Flow Ventilation in which a small wing feature on the back of the helmet utilizes the high pressure air flowing over the top of the helmet to create a vacuum at the back that literally pulls air through the helmet. Unequaled stability was achieved by leveraging Bell's open cockpit auto racing experience. The Feuling design that incorporated a truncated back was used as inspiration to create the most stable helmet for motorcycle road racing.

- Aerodynamic stability adopted from open-cockpit auto design and optimized for motorcycle use
- Introduction of TriMatrix Composite Shell for competitive weight advantage
- Exclusive Velocity Flow Ventilation for rider comfort

INFLUENCED:



RS-1

VORTEX

REVOLVER

BELL MOTO-9



MOTO-9

THE MOST ADVANCED MOTO HELMET TO DATE

The Moto-9 is the latest in a long line of purpose-built products from Bell. Riders wanted better ventilation so Bell incorporated Velocity Flow Ventilation. There was a need for a helmet that better integrated the Eject system so Bell designed the EPS liner to be Eject-ready. In addition, Bell sought to reduce the chance of secondary injuries during emergency helmet removal and introduced MERS—the Magnefusion Emergency Release System.

- Introduction of Magnefusion Emergency Release System and Eject Helmet Removal System for increased injury prevention
- Bell's exclusive Velocity Flow Ventilation and shell material technology applied and optimized for motocross use

INFLUENCED:



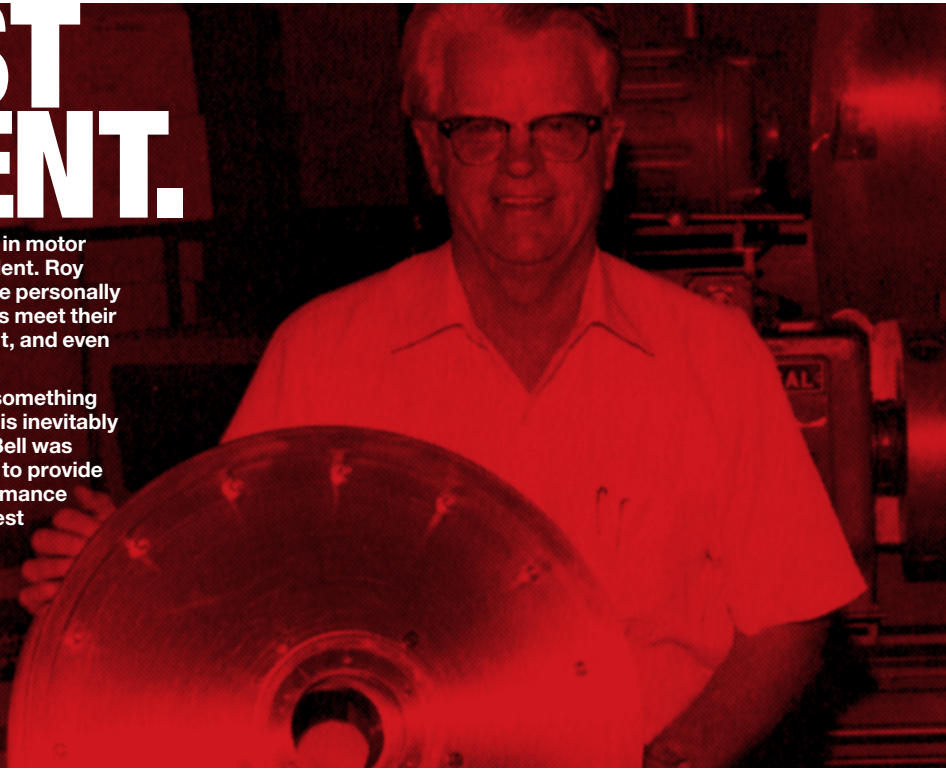
MX-1

DH-9 BIKE (2013)

FIRST INVENT.

Bell's constant presence in motor action culture is no accident. Roy Richter and his team were personally involved in helping drivers meet their goals on asphalt, dirt, salt, and even the wild blue yonder.

When the intent is to do something never done before, there is inevitably a lot of crash and learn. Bell was there inventing solutions to provide driver confidence, performance enhancement, and the best possible protection.



SECOND PROTECT THE HEAD.

Protection is not a "nice to have;" it is the price of entry. While others might work back to protection from design, we start with the idea of protection first.



THIRD DRIVE PERFORMANCE.

Safety equipment protects. Bell Helmets perform. When focused on a goal, anything outside of that goal is a distraction. Lightness, stability, visibility, ventilation, noise reduction... these are all things that allow racers to perform at their best.

Wearing a Bell gives you an advantage of experience in action, and knowing that gives you confidence.



FOURTH CONNECT THE DOTS.

There are linear advances in sports that influence another: auto racing influenced motorcycle racing, which influenced MX, which started BMX.

For Bell, it goes deeper than that. As a member of the Easton Bell Sports family, Bell enjoys access to a world-class helmet design lab filled with professionals dedicated to advancement of head protection.

What other helmet company can say that?

And once we develop the technology, we tune it into something relevant to the Bell rider.





REPRESENT THE CORE SERVE YOUR COMMUNITY

FUNDAMENTALS FOR REPRESENTATION:

Celebrate Utility

Make performance shine. The function that drives us should be showcased front and center.

Substance is Our Style

We are from the Core, our style is authentic to our cultures.

Keep it Authentic... Share the Energy

Everything we do matters. We make things for the Core. And when they wear Bell, they do things that light up the world.

***NOTHING WE MAKE WILL
PROTECT RIDERS IF THE
RIDERS WON'T WEAR IT.***

Bell has been at the heart of performance powersports and cycling for half a century. These cultures expect us to represent and serve the Core community both functionally and culturally in everything we do.



TALK THE TALK THE VOICE OF BELL

BELL IS

Workshop
Builderly
Beer
Messy
Sweaty
Baggies
Dickies
Tattooed
American
Participant
Daily Driver

BELL IS NOT

Design Center
Designerly
Fine Wine
Sanitized
Air Conditioned
Spandex
Dockers
Manicured
European
Spectator
Garage Kept

***SPEAKING FROM A
COMMON VOICE.***

When Bell speaks, you should smell the chain oil. We are passionate builders and riders. Our products feature cutting-edge tech, but we still enjoy a cold one at the end of the day.



WHO



MALCOLM, MERT, BUBBA, MAT, BIG DADDY, SHIRLEY, THE SNAKE, EVEL, ROY, HEACOX, VERN, LEIGH, STU, HANK, POP, RED, BUZZ, DOC, ZOOK, DUKE, BUD, GOAT, GORDY, MARIO, DICK, CANNONBALL, TOMES, CONDOR, SHOWTIME, BARKEY, STEWART, PETTY, UNSER, DALE, REYNOLDS, MICKEY, MCQUEEN, SURTEES, WOODY, BREEDLOVE, SHELBY, NUTTER, TOMES.

WHAT



SIMPLE, FUNCTIONAL, DIRT, PRO, AUTOMOTIVE, FIRST, ELBOW GREASE, RACE-INSPIRED, JET AGE, SKINNED KNUCKLES, SPACE RACE, COLD WAR, SPORTY, WIN, WORKSHOP, SPEED EQUIPMENT, ORIGINAL, INVENTIVE, HONEST, AUTHENTIC, SPEEDY, GENUINE, AMERICAN, PIN-UP, QUICK, HARD-WORKING, BLUE-COLLAR, GUTS, TRACK SIDE, GRIMY, GREASY, GRITTY, FORGED.

WHERE



BONNEVILLE, INDY, DAYTONA, ELSINORE, HANGTOWN, MILAN DRAGWAY, RED BUDD, SALT FLATS, MOAB, MAMMOTH, GLAMMIS, GREAT BEND, GT, RALLY, DRIFT, MARTINSVILLE, TALLADEGA, DIXIE, ONTARIO, LEMANS, ROAD AMERICA, GRAND PRIX, THE MILE, FORMULA, 500, POMONA, TOP FUEL, CHECKERED FLAG, BAJA 1000, BOARDTRACK.