



CELEBRATING SIXTY YEARS OF BREAKING BOUNDARIES

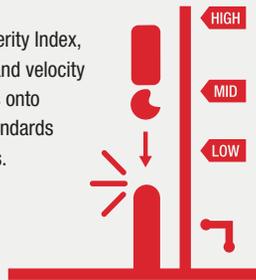
# PROTECTION ACROSS THE BOARD.

Since 1954, Bell has been committed to providing purpose-built protection across a range of potential crash scenarios. This comprehensive testing approach is founded in the reality of the ride; No two impacts are alike. With that reality, came the Bell Standard – a testing standard born from decades of helmet expertise and our state-of-the-art test lab inside The Dome. The Bell Standard represents Bell’s commitment to protection across the board, enabling athletes to go big with confidence.

## COMPREHENSIVE TESTING SINCE DAY ONE.

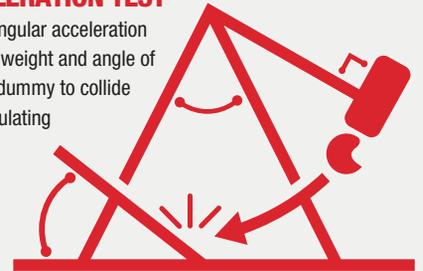
### LINEAR ACCELERATION TEST

Using a twin-wire set up and measuring Severity Index, HIC and peak g with a linear accelerometer and velocity time gate, we are able to “drop test” helmets onto varying surfaces prescribed by governing standards and our own comprehensive testing methods.



### ROTATIONAL ACCELERATION TEST

With our flexible-platform angular acceleration rig, we can vary the speed, weight and angle of attack for an instrumented dummy to collide into a textured surface, simulating typical crash mechanics.



## WITH AN IN-HOUSE TEST LAB, INNOVATION AND EVOLUTION ARE CONSTANT.



### VELOCITY TESTING

Testing at varying speeds represents unique crash scenarios.



### DURABILITY TESTING

We build helmets that are made to last.



### PENETRATION TESTING

To prevent a 5kg pointed mass from penetrating the helmet.

## 60 YEARS OF GOING ABOVE AND BEYOND.

- ✓ Face shield testing
- ✓ Penetration testing
- ✓ Varying velocity
- ✓ Durability testing
- ✓ Fog testing
- ✓ Chin-bar testing
- ✓ Fit studies
- ✓ Hot, cold, and wet impact conditions
- ✓ Retention testing
- ✓ Visibility testing
- ✓ Aerodynamic studies
- ✓ Rider feedback studies

**“Our passion fueled the Bell Standard... our commitment to comprehensively test, develop and prove out every product we make. We just don’t meet the standards, we strive to exceed them.”**

-Chris Sackett, Vice President and General Manager, Bell Powersports

**INVENTED AND TESTED FOR THE CORE. LEARN MORE ABOUT BELL’S TESTING AT [BELLHELMETS.COM/PROTECT-YOUR-HEAD](https://bellhelmets.com/protect-your-head)**