



CELEBRATING SIXTY YEARS OF BREAKING BOUNDARIES

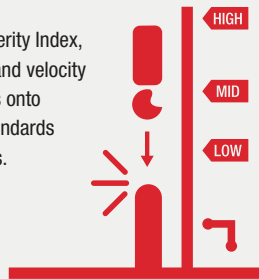
PROTECTION ACROSS THE BOARD.

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.

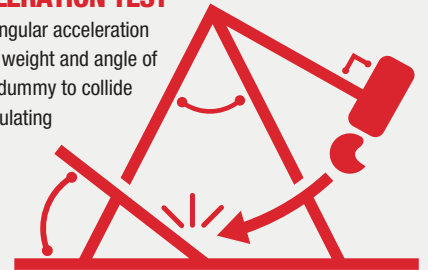
LINEAR ACCELERATION TEST

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)