

At Bell, we put our helmets to the test before you have to.

In fact, we've got one of the most sophisticated helmet test labs in the world. Special equipment is integrated with computer systems to test impact strength. Penetration strength and chinstrap strength are tested too.

Helmets chosen at random from the production line are frozen and tested, heated and tested, even soaked in water for hours and tested again.

Other helmets are engulfed in flames to test

integrity in a burn situation.

Our technicians also analyze helmets involved in real-world crashes. They check retention systems, liners, shells and shields for stress.

Then there's the ultimate test.

The Drop Tower.

Here, helmets are strapped to an 11 pound head form mechanism and dropped 14½ feet straight down into a solid steel dome. Then hoisted up and dropped again.

This test is 25% tougher than that required by

Snell. And only two helmets built will survive.

The Bell Star II and Magnum II.

The reason for our helmets' strength and toughness lies beneath their fade-resistant polyurethane finish. There you'll find a sophisticated shell/liner combination.

The shell is built of hand-laminated aerospace-quality fiberglass. Multiple layers that absorb and diffuse impact. Impact that would otherwise be transmitted inside the helmet.

Bell's liner is made of expanded polystyrene

foam to absorb shock. A foam so tough that in some cases, the liner alone would be sufficient protection.

This combination of polystyrene and fiberglass is the toughest we've found. When that changes, we'll change our helmets.

If you're beginning to wonder if your present helmet could survive freezing, burning and a 14½ foot free fall, you can find helmets that will at your local Bell dealer.

It's up to you.  **Worn by the best.**

Bell Helmets, Inc., 15301 Shoemaker Avenue, Norwalk, CA 90650.

# BELL HELMET TESTING. FREEZE 'EM, BURN 'EM, DROP 'EM.

