

HELL'S BELL.



The new Bell Moto III. A new helmet that's been through hell and back. Tested and developed by champions like Bob Hannah, Roger DeCoster, Larry Roeseler and other super stars.

The new Moto III sets new helmet standards with its combination of safety and comfort features: smaller, lighter fiberglass shell for better balance. Contoured to protect nose, mouth and chin (eliminates need for face masks). Slotted air vents for increased air supply. The first integral

dust filter. New fade-resistant finish, in red, yellow or white. Five-snap Halman-type visor. Distinctive Bell graphics. Snell '75 and DOT approved.

Bell's new Moto III is the first in a new helmet generation. Made to protect all riders who like to win or play hard, come hell or high water.

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

