



Security Tech Germany

AUGUST BREMICKER UND SÖHNE KG (SINCE 1924)

BICYCLE HELMET SLIDES

CONTENTS

- What makes an ABUS helmet different
- Sales and selling tips
- Individual helmet slides

WHAT MAKES AN ABUS HELMET DIFFERENT?

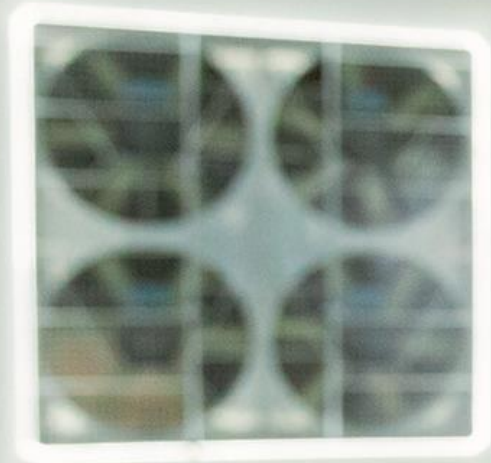
- All helmets* use a 2-way adjustable Zoom Ace retention system designed to adjust to different head shapes
- Zoom Ace retention systems are pony-tail compatible
- Floating padding system on road helmets increases airflow and cooling
- Flow straps on road helmets eliminate buckles for comfort and aerodynamics
- MTB helmets use full-head ring Zoom Ace retention systems for a superior fit
- Built in rear LED lights on urban helmets
- Integrated bug mesh in a range of helmets for added comfort
- Extensive use of internal ActiCage reinforcement to increase venting without sacrificing strength across line
- Designed and engineered by ABUS in Germany, made in Italy**

*excludes AirDrop and HiDrop **exclusive to road

SALES AND SELLING

- What is your brand? (it's the store, not the bike brand(s))
- What are the most profitable items in the store? (tubes, locks and helmets, high margin and can be sold to almost every customer)
- Are you asking questions? (what brings you in? what do you ride? Can I show you something cool?)
- Are you passionate? (embrace your inner bike nerd! Your passion becomes dollars!)
- Tips on customer engagement (open ended questions, be sincerely stoked about what they are about/want)
- How to show product (control the product while pointing out features and why, use your fingertips, treat it like gold, only hand to your customer AFTER you explain it)

ROAD HELMETS



ROAD

 **MADE IN ITALY**

GAMECHANGER 2.0 \$279.99



velvet black



shiny white



race grey



flipflop purple



performance red

GAMECHANGER 2.0 MIPS \$329.99



velvet black



shiny white

VIRGINIA TECH
HELMET RATING
5 ★★★★★

STORMCHASER \$169.99



velvet black



shiny white



race grey



flipflop purple



performance red

POWERDOME \$129.99



velvet black



shiny white



performance red



velvet black



shiny white



race grey



flipflop purple



performance red



moss green

POWERDOME MIPS \$169.99

VIRGINIA TECH
HELMET RATING
4 ★★★★★

WINGBACK \$99.99



velvet black



shiny white



flipflop purple



moss green



GAMECHANGER 2.0 MIPS

- Made in Italy
- MIPS Air Node padding
- Zoom Ace retention – 2 way adjustable
- Flow Straps – aerodynamics & comfort
- 275g
- 10 vents
- \$329.99

 **MADE IN ITALY**





GAMECHANGER 2.0

- Made in Italy
- Floating padding – increased ventilation
- Zoom Ace retention – 2 way adjustable
- Flow Straps – aerodynamics & comfort
- 265g
- 10 vents
- \$279.99

 **MADE IN ITALY**



STORMCHASER

- Made in Italy
- Floating padding – increased ventilation
- Zoom Ace retention – 2 way adjustable
- Flow Straps – aerodynamics & comfort
- 255g
- 23 vents
- \$169.99

 **MADE IN ITALY**



POWERDOME MIPS

- Made in Italy
- Full head ring retention – superior fit
- Zoom Ace retention – 2 way adjustable
- Flow Straps – aerodynamics & comfort
- Ultra light – 260g
- 17 vents
- \$169.99

 **MADE IN ITALY**





POWERDOME

- Made in Italy
- Floating padding – increased ventilation
- Zoom Ace retention – 2 way adjustable
- Flow Straps – aerodynamics & comfort
- Ultra light – 260g
- 17 vents
- \$129.99

 **MADE IN ITALY**



WINGBACK

- Made in Italy
- Zoom Ace retention – 2 way adjustable
- Flow Straps – aerodynamics & comfort
- PC and EPS outer design
- Ultra light at 240g
- 17 vents
- \$99.99

 **MADE IN ITALY**

FF MTB HELMETS



MTB

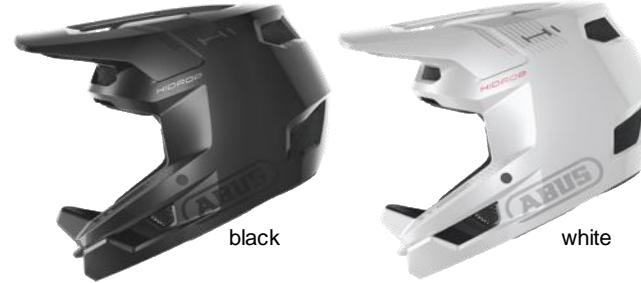
AIRDROP ENDURO MIPS \$299.99



velvet black

polar white

HIDROP DH \$199.99



black

white

CLIFFHANGER MIPS \$199.99

VIRGINIA TECH
HELMET RATING
5 ★★★★★



velvet black

shiny white

concrete grey

MOVENTOR 2.0 MIPS \$179.99



velvet black

polar white race

concrete grey

MODROP MIPS \$139.99

VIRGINIA TECH
HELMET RATING
5 ★★★★★



velvet black

polar white

concrete grey

MOTRIP MIPS \$99.99

VIRGINIA TECH
HELMET RATING
5 ★★★★★



shiny black

shiny white

pine green

SCRAPER 3.0 \$64.99



velvet black

polar matt

concrete grey





YOUTH MTB

YOUDROP FF

\$129.99



velvet black



chalk grey

AIRDROP MIPS FF

- Double D-ring strap retention
- Fully adjustable retention
- Adjustable visor
- ASC –sound channels
- Removeable cheek pads
- Collar bone protection
- QUIN Ready
- 790g
- 17 vents
- \$299.99 MAP



HIDROP FF

- Double D-ring strap retention
- Multiple pad sets for custom fit
- Breakaway visor
- Removeable cheek pads
- Collar bone protection
- ASTM1952 DH rating
- \$199.99 MAP



YOUDROP FF

- Detachable chin bar
- Super light weight
- Breakaway visor
- Two way adjustable retention
- \$129.99 MAP



MTB HELMETS



MTB

CLIFFHANGER MIPS \$199.99

VIRGINIA TECH.
HELMET RATING
5 ★★★★★



velvet black

shiny white

concrete grey

MOVENTOR 2.0 MIPS \$179.99



velvet black

polar white race

concrete grey

MODROP MIPS \$139.99

VIRGINIA TECH.
HELMET RATING
5 ★★★★★



velvet black

polar white

concrete grey

MOTRIP MIPS \$99.99

VIRGINIA TECH.
HELMET RATING
5 ★★★★★



shiny black

shiny white

pine green

SCRAPER 3.0 \$64.99



velvet black

polar matt

concrete grey



CLIFFHANGER MIPS

- Full head ring retention – superior fit
- Zoom ace retention – 2 way adjustable
- Tri-vider strap divider
- Adjustable visor with GogFit
- QUIN Ready
- 350g
- 14 vents
- \$199.99 MAP



MOVENTOR 2.0 MIPS

- Full head ring retention – superior fit
- Zoom ace retention – 2 way adjustable
- Tr-vider strap divider
- Adjustable visor
- Double shell design - style and protection
- QUIN Ready
- 330g
- 19 vents
- \$169.99 MAP



MODROP MIPS

- Full head ring retention – superior fit
- Zoom ace retention – 2 way adjustable
- Tr-vider strap divider
- Color matched adjustable visor
- Adjustable visor
- Double shell design - style and protection
- QUIN Ready
- 370g
- 14 vents
- \$139.99 MAP



VIRGINIA TECH.
HELMET RATING
5 ★★★★★

MOTRIP MIPS

- Full head ring retention – superior fit
- Zoom ace retention – 2 way adjustable
- Black adjustable visor
- Single shell design
- High end fit and finish with out the cost
- 330g
- 14 vents
- \$79.99 MAP
- \$99.99 MSRP



VIRGINIA TECH.
HELMET RATING
5 ★★★★★

SCRAPER 3.0

- Full head ring retention – superior fit
- Zoom ace retention – 2 way adjustable
- Hard-shell design – durability
- Skate style with adjustable fit
- 450g
- 8 vents
- \$64.99



MTB



- Full ring retention
- 2 way adj retention
- Deep fitting
- Adjustable visor
- Single shell

- All the features of MoTrip
- PLUS
- Double shell
- Color matched visor
- Tri-vider straps

- All the features of MoDrop
- Sleeker shape
- Slightly less rear coverage
- Designed for CC and Gravel

- All the features of the MoDrop
- Deepest rear coverage for enduro and trail riding
- Fidlock buckle
- Flagship MTB

NTA8776 E-BIKE HELMETS





NTA-8776 RATED



HYP-E



PEDELEC 2.0 MIPS

\$199.99

VIRGINIA TECH.
HELMET RATING



velvet black

pearl white

PEDELEC 2.0

\$179.99



velvet black

concrete grey

midnight blue

pearl white

PURL-Y

\$99.99



velvet black

midnight blue

moss green

ice blue

champagne gold



HYP-E

- Meets NTA-8776 standard for high-speed pedelec helmets
- Front and rear lights
- Zoom ace retention – 2 way adjustable
- Turn indicator and brake light
- Additional reflectors on side and rear of helmet
- Adjustable vent coverings
- Ear coverings for cool weather
- Premium Product





PEDELEC 2.0 MIPS

- Meets NTA-8776 standard for high-speed pedelec helmets
- Full head ring retention – superior fit
- Zoom ace retention – 2 way adjustable
- Integrated and USB rechargeable tail-light
- Additional reflectors on side and rear of helmet
- Reflective piping integrated into straps
- Integrated and stowable rain-cap
- 370g (350g non-MIPS)
- 13 vents
- \$199.99 - \$179.99 (non-MIPS)



PEDELEC 2.0



- Meets NTA-8776 standard for high-speed pedelec helmets
- Full head ring retention – superior fit
- Zoom ace retention – 2 way adjustable
- Integrated and USB rechargeable tail-light
- Additional reflectors on side and rear of helmet
- Reflective piping integrated into straps
- Integrated and stowable rain-cap
- 350g
- 13 vents
- \$179.99





PURL-Y

- Meets NTA-8776 standard for high-speed pedelec helmets
- Full head ring retention – superior fit
- Zoom ace retention – 2 way adjustable
- Optional rear light – magnetically attached
- Additional reflectors on side and rear of helmet
- Reflective piping integrated into straps
- 320g
- 13 vents
- \$89.99



URBAN HELMETS



URBAN/COMMUTER

HYBAN 2.0 MIPS

\$109.99



velvet black



polar white

HYBAN 2.0 LED

\$149.99



signal black



signal silver



signal yellow



signal glacier

HUD-Y

\$149.99



velvet black



race grey



champaign gold



signal yellow



midnight blue



titan

URBAN-I

\$99.99



velvet black



polar white



titan



signal yellow



HYBAN 2.0 MIPS

- Hard shell construction for maximum durability
- Full head ring retention – superior fit
- Zoom ace retention – 2 way adjustable
- Integrated bug mesh
- Integrated rear LED light
- 400g
- 13 vents
- \$109.99





HYBAN 2.0 LED

- All the features of the Hyban 2.0 PLUS
- Additional bright LED lights with 360° visibility
- Constant and flash settings
- USB rechargeable battery
- 420g
- 13 vents
- MAP \$149.99





HUD-Y

- Fashion forward
- Cap style visor
- Removable rear light – magnetic attachment
- Full head ring retention – superior fit
- Zoom ace retention - 2 way adjustable
- Fidlock magnetic buckle
- 300g
- 8 vents
- MAP \$149.99



URBAN-I 3.0

- Full head-ring retention – superior fit
- Integrated bug mesh
- Integrated rear LED light
- Hi-Viz “signal” version option
- Fidlock magnetic buckle
- 280g
- 17 vents
- \$99.99 MAP



THANK YOU



Security Tech Germany