

A crash test dummy, metallic and humanoid in shape, stands on the left side of the advertisement. It is holding a silver Shark motorcycle helmet with its right arm. The helmet has the word 'SHARK' printed on the forehead area. The background is dark with yellow and black diagonal hazard stripes at the top and bottom. To the right of the dummy, there are several circular targets with black and yellow quadrants, and a larger target with a black and white checkered pattern.

# READ THIS

## IT MIGHT JUST SAVE YOUR LIFE

The Shark logo features the word 'SHARK' in a bold, blue, sans-serif font. Below the letters, there is a stylized white lightning bolt graphic. Underneath the lightning bolt, the words 'SINCE 1974' are written in a smaller, blue, sans-serif font.

**SHARK**  
SINCE 1974

Shark Helmets have been shown to be just about the best thing you can put your head in when you're riding a motorcycle.

Shark Helmets have been shown to be just about the best thing you can put your head in when you're riding a motorcycle.

Of course, you'd expect us to say that - but it's not just an idle marketing claim. It's supported by some of the most comprehensive research and helmet testing you

could wish for, undertaken by a number of independent organisations.

Research and testing can throw up some pretty mind-numbing reading, though, so we've condensed it for you so you can make up your own mind about how you're going to look after your head.

# WHAT IS COST327?

**COST** is short for European Co-operation in the field of Scientific Research. And the '327' is the number of the report.

The report is vital reading, compiled from real-world accident statistics dating back to 1995, and it carries some weight because it's been put together using studies from some highly-respected research bodies, including: Accident Research Unit - Medical University of Hannover, Germany. Department of Neuropathology, Glasgow, UK. Institute for Legal Medicine - Munich University, Germany. Road Accident Investigation Team - Finland.

The report had four main objectives:

1. To establish the distribution and severity of head and neck injuries sustained by motorcyclists.
2. To determine the most significant head and neck injury mechanisms.
3. To establish the tolerance of the human head, neck and brain and to produce an injury mechanism.
4. To use the overall findings to establish a specification for future helmet testing in Europe.



"Current designs are too stiff and too resilient and energy is not absorbed efficiently enough... Helmet shells and liners should absorb energy more efficiently." - COST327. **SHARP tested above the ECE 22.05 standards - a higher speed impact for improved helmet absorption qualities, and a lower speed impact to ensure helmets are not too rigid. The SPI uses a less rigid outer shell and a more progressively absorbent, crumple-zoned EPS inner liner.**



"There are some 8.6 million motorcycles (not including mopeds) in the 15 European countries (this is dated, as there are now 27 countries in the EU) and approximately 5,000 fatalities annually, accounting for a substantial proportion (16%) of total road fatalities." - COST327. **Choosing a correctly-fitting Shark helmet - which, as the Independent SHARP tests show, performs far better than minimum standard requirements - gives you a better chance of surviving a potentially life-threatening impact.**



"60% of all injuries were from the first impact, which was with the opposing vehicle; approximately 64% of the subsequent collisions were with the road. Only 2.3% of all motorcyclists had more than two collisions." - COST327. **The SPI is 'to minimise potential injury to the brain, the helmet must absorb the maximum amount of energy in the minimum amount of time during the first impact.' This is achieved in Shark helmets in the first millisecond of the impact by dissipating the energy around the whole of the less rigid outer shell. Not sure this stacks up either. If the helmet crumples on the first impact to absorb all the energy, what happens during the second impact, which seems to occur in most cases?**



"Impacts to the crown of the helmet are less frequent at 2.2%... 53% of impacts occur on the sides of the helmet." - COST327. **This underlines the need for the 'X' point side impact tests already included in ECE 22.05 regulations and is why the SHARP tests are weighted to the side performance of the helmet. Shark helmets provide good all-round protection - not just the crown as required in other testing standards - and this is one of the reasons they score well in the SHARP tests.**



The SHARP programme has seen absorption performance vary by as much as 70% on helmets currently available. All Shark helmets tested in the SHARP programme are at the top end of this performance scale, achieving either four- or five-star ratings.

# WHAT IS SHARP?

**SHARP is the Safety Helmet Assessment and Rating Programme recently published by the UK government's Department for Transport.**

The programme tested a huge number of helmets, using the COST327 data to devise the rigorous testing procedures.

The results gave each helmet a star rating - with five stars being the maximum score. Simply put, helmets with five stars will give your head the highest possible level of protection in the event of an accident.



All Shark helmets tested in the SHARP programme achieved four stars, with the exception of the top-of-the-range RS2, which scored a maximum five. When studying the SPI, it's clear to see that Shark uses real-world accident statistics from CESAR and COST327 in the company's research and development programme to improve helmet performance. Each year, Shark tests more than 5,000 helmets on a random sample basis and over 15% of Shark employees are dedicated to quality control.



**RSR 2**  
★★★★★



**RSI**  
★★★★



**RSF 2i**  
★★★★



**S800**  
★★★★



**S500 Air**  
★★★★

# CRASHES

World Superbike tests

Valencia, Spain

“ I was riding pretty slowly and crashed. There was nothing unusual about it, apart from the fact that the bike fell on me and my head got stuck between the front wheel and the tarmac. The brake disc cut almost 2mm into the helmet, so I don't want to think about what might have happened without Shark's 3mm visor.

**Karl Muggeridge - World Supersport rider**



Sprocket cut across visor

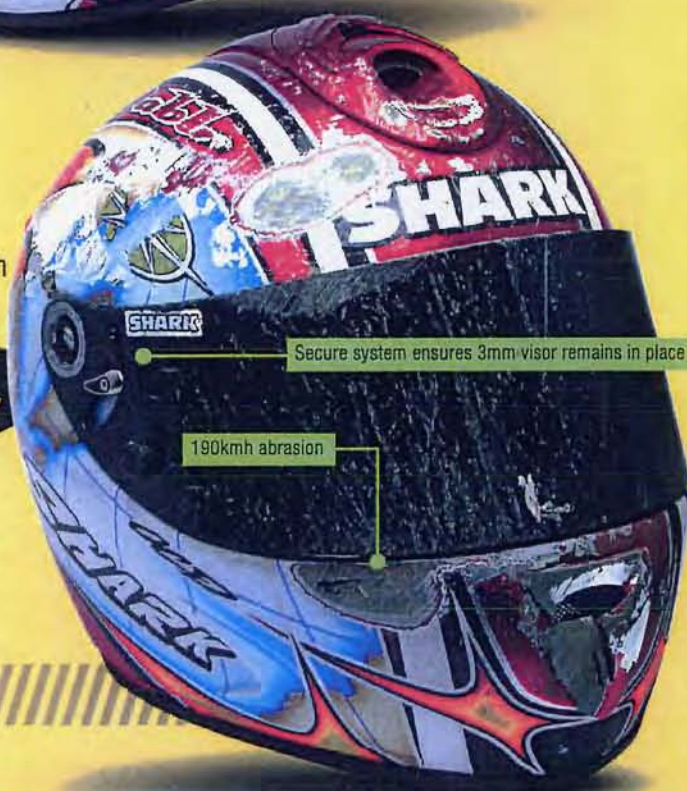
3mm visor protects from 2mm incision from rear disc

125cc Grand Prix

Sepang, Malaysia

“ I fell and collided with the bike at more than 190kmh - it was a big crash. I basically went right through the gravel trap on my face, but, luckily, the visor's four separate anchor points kept everything in place.

**Pablo Nieto - 125cc GP rider**



Secure system ensures 3mm visor remains in place

190kmh abrasion



Private tests

Valencia, Spain

“ My bike started losing a little oil and, according to the telemetry, I fell backwards at about 170kmh. I have to thank the Shark team and their Carbon-Aramid shell for protecting my head in the crash.

**Regis Laconi - World Superbike rider**

Check out the complete Shark helmet range at [www.shark-helmets.com](http://www.shark-helmets.com) and find a helmet that suits your riding needs with the confidence and understanding that can only come from the Shark Protective Instinct.