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HELMET HOUSE

THE DIFFERENCE





At Helmet House, we measure our success by the success of our dealers. That's why, for more than 42 years, we've developed and nurtured our family of products and brands, all while guided by one key principle: Value. Our brands are core to the success of your store because they are leaders in their categories as evidenced by their unprecedented level of consumer demand. We are proud to say our brands and products carry the strongest level of demand in the history of our company. One reason for this is the unrivaled service we offer our dealers. Which is how we earned the number one rating in the 2009 Dealernews Distributor Report Card and why we are still going strong today. We look forward to working with you to bring your business as much success as possible.



CONTENTS

- 
- A scenic road winds through a landscape with a large pine tree on the left and tall grass on both sides. The road curves gently to the right, disappearing into the distance under a clear blue sky.
- 06 The Helmet House Difference
 - 08 Partnership
 - 10 Training and Dealer Support
 - 12 In-Store Displays
 - 14 Gear Built For
Harley-Davidson Riders
 - 16 Brand Leadership
 - 18 Tour Master
 - 20 Cortech
 - 22 Shoei
 - 24 Mobile Warming
 - 26 Fieldsheer
 - 28 Pokerun
 - 30 HJC
 - 32 Product Marketing Support, Advertising and Press Coverage
 - 36 Tour Master Marketing
 - 38 Cortech Marketing
 - 40 Shoei Marketing
 - 42 HJC Marketing
 - 44 Fieldsheer Marketing
 - 44 Pokerun Marketing
 - 45 Media Support
 - 46 Operational Strength



THE HELMET HOUSE DIFFERENCE

Helmet House began life as a company dedicated to the powersports field, and our commitment to powersports products is unmatched. Thanks to this focus we have enjoyed ongoing success even in the current business climate—success that we have shared with our business partners.

SALES FORCE AS EXPERTS

To this end, we have assembled a uniquely qualified sales force built around highly trained specialists, people who are experts in products, sales, merchandising and dealer inventory management. This group is committed to helping dealers find success through direct support, sales programs, POP materials, training and much more. To help businesses achieve success, we have established valuable, tangible means of support to dealers, such as industry-leading policies on sales assurance and merchandise returns.

WE ARE SELECTIVE IN WHAT WE CARRY

The powersports field is filled with unique and very specialized riding needs, so Helmet House remains highly selective about the products we design, manufacture and distribute. Each product line must be a distinct leader in its segment or have the potential to be—if not, we simply will not carry the brand. Because of this approach, we believe the products we offer will help form the core

brands in your store—brands that customers demand and that leading dealers carry. Some standouts in our lineup include:

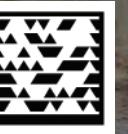
SHOEI HELMETS: The #1 premium helmet in the world, Shoei tops enthusiast magazine reader survey results in *Cycle World*, *Motorcyclist*, *Sport Rider*, *Motocross Action*, *Racer X*, *Super Street Bike* and AMA magazines.

HJC HELMETS: The #1-selling brand of helmets by a substantial margin for the past 20 years, HJC helmets are chosen to be the main helmet line in more dealerships than any other brand.

TOUR MASTER & CORTECH: Consistently a top seller in their respective categories, Tour Master and Cortech have been selected as the leading brands in motorcycle apparel by *Motorcycle Industry* magazine. Advertising for these brands has been proven to outperform advertising by other brands in multiple categories by Starch Research Corporation.

The Dealernews Distributor Report Card ranked Helmet House as the highest-rated distributor by dealers in 2009 and our strong ratings continue, especially with regard to the strength of our product lines, price competitiveness, and customer and dealer support. Helmet House has consistently exceeded the sales performance of the Powersports industry for the past 20 years.

Scan bar code to view the video on the Helmet House YouTube channel





HELMET HOUSE PARTNERSHIP

At Helmet House, we take this concept of business partnership very seriously, and we lend assistance to our dealer partners in as many ways as possible. The very foundation of Helmet House is built first and foremost on the concept that we will improve our business by helping you build your business. In short, our representatives aren't there to merely sell products; rather, they're trained experts equipped to support every dealership by serving as objective, credible consultants to your parts and accessory departments.

WE'RE BUILT TO SERVE YOU—TO YOUR SPECS

To better serve each individual dealership, Helmet House offers programs that are flexible and varied to fit your specific needs. We offer all dealers several ways to do business with us:

- + We have a sales force trained to support you and grow your business.
- + We have a professional customer service staff to assist your business online or via phone.
- + We also offer a convenient business-to-business Web-based ordering system that is fully compliant with the latest Powersports Standards Protocols that allow a seamless interaction with your dealership management system.

No single sales program can be all things to all people at all times. We understand that concept fully, so we have developed multifaceted strategies with a wide variety of approaches designed to best fulfill the unique needs of your business. That's true partnership. That's the Helmet House difference.

TRAINING & DEALER SUPPORT

Working in the powersports industry is an enthusiast's endeavor because riding is a specialized activity supported by a select population. In such a dedicated business environment, knowledge is power. That's why Helmet House offers assistance in training your staff to help you improve your business.

We have developed a variety of ways to train your staff to educate customers and maximize sales through the following avenues:

- + Live seminars and product clinics
- + Product demonstration videos for use with store personnel and customers
- + Online product training seminars such as Shoei University Online
- + Live customer service support from our headquarters
- + Rider event selling and open house support
- + QuickTime product videos and digital assets for our online retailers

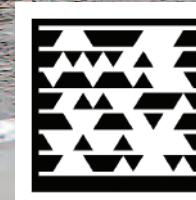


Shoei's online training seminar, Shoei University Online, leads the industry in training dealers to maximize sales of this leading brand. Hosted by five-time AMA Champion Rich Oliver, this online resource has helped make many of Shoei's leading dealers even more successful.

In addition to offering these dealership assistance programs, the Helmet House sales force is fully trained to help you analyze which products form the core portion of your business, and which items may need added support or may be in need of replacement through our sales assurance program. This emphasis on analysis and training serves as just one example of how we partner with each of our customers.

We also offer Helmet House stocking dealers a wide variety of point-of-sales systems, product displays and equipment, product videos and co-op advertising programs to boost sales and profits and provide consistent turnover in your inventory.

How effective can your dealership and staff become over time? That's the real question when it comes to finding success in the powersports business. When you partner with Helmet House, we can help you achieve your full business potential.



Scan bar code to go to Shoei University Online

DEALER SUPPORT IN-STORE DISPLAYS

Tour Master and Cortech
Display Configurations



Shoei and HJC Helmet
Display Configurations



HELMET HOUSE

GEAR BUILT FOR V-TWIN RIDERS

At Helmet House, we design, manufacture and distribute all kinds of powersports products because we ride all kinds of bikes—including V-Twins. Thanks to this kind of first-hand rider experience, we understand that whether it's a cruiser, bagger or touring model, these owners follow some pretty strong inclinations when it comes to choosing riding gear. And that's exactly why we've placed a key emphasis on products that cater specifically to V-Twin riders and their distinct preferences.

For example, we've devoted an entire line of leather and textile riding wear—Pokerun—to men and women in the V-Twin market. This is riding gear with an attitude, plus an eye toward on-the-road functionality. We also carry a wide variety of open-face and modular helmets designed to meet the preferences of cruiser riders, as well as a huge selection of gloves and other riding accessories. In addition, many cruiser owners can vouch for the effectiveness of our leather-style Tour Master Sissybar Bags, Saddlebags and Tool Bags when it comes time to get out and pile on some miles. These rugged-looking bags are not only easy to install and incredibly useful, they also offer exemplary durability and are practically maintenance-free for many years of solid duty.



HELMET HOUSE

BRAND LEADERSHIP

Brand Leadership: That's what Helmet House products are all about. The remarkably wide variety of riding apparel we offer will meet the needs of every rider who walks into your store: Tour Master, the brand that's synonymous with innovation; Cortech, the high-performance side of innovation; Fieldsheer, where high style meets riding function; and Pokerun, which delivers performance and protection to cruiser riders. In addition, whether the specific product line is premium helmets for racing, luggage made with innovative technology, boots that deliver unrivaled protection or other high-quality products that deliver unrivaled value for the price, Helmet House brands lead the marketplace and will drive profitability in your store. Our brands and products now carry the strongest level of demand in the history of our company. And because we cover such a wide spectrum of products across the powersports landscape, we can supply a large portion of your sales needs, all delivered with the assurance of full Helmet House support.



tourmaster

cortech

FIELDSHEER

POKERUN

**MOBILE
WARMING**

SHOEI®
PREMIUM HELMETS

HJC
HELMETS

TOUR MASTER



tourmaster

For decades, the name Tour Master has been synonymous with innovation in riding apparel, boots, luggage and accessories. The Tour Master line now encompasses a wider variety of products than ever before, and each new offering has introduced advanced features and/or unique combinations of features that set each piece at the forefront of the market. Quality and innovation have become the calling cards of Tour Master gear, attributes that keep this brand in high demand.



Scan bar code to view the
Centurion One-Piece suit video



TRANSITION SERIES 3 JACKET



AIRFLOW GLOVES



SOLUTION 2.0 WP ROAD BOOTS



JOURNEY MOTORCYCLE COVER



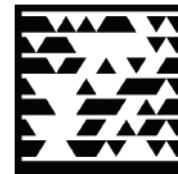
CENTURION
ONE-PIECE SUIT

CORTECH



corfech

For riders in search of high performance, the Cortech brand delivers. Whatever the rider's needs may be, Cortech offers the answer for riding suits, jackets, pants, gloves, sport bags and more. Because every Cortech offering leads the way in innovative new features, this is the brand riders seek out when comfort and performance count most. The Cortech line has now expanded to include one-piece Latigo leathers plus an accompanying leather jacket/pant combination for your high-performance customers and club racers.



Scan bar code to view the
Latigo One-Piece suit video

ADRENALINE LEATHER
RR ONE-PIECE SUIT



SUPER 2.0 TANK BAG



GX SPORT SERIES 3 JACKET



GX AIR 3 GLOVES



LATIGO AIR RR BOOTS



HELMET HOUSE 21

SHOEI



Cameron BEAUBIER



PREMIUM HELMETS

No other helmet in the world matches the handmade quality of a Shoei helmet. For more than 50 years, Shoei engineering has created helmets that are simply without peer. Every Shoei features hand-built construction, a meticulous process that takes 50 people one week to complete from start to finish. Combining leading-edge technology with old-world craftsmanship, each helmet stands as a testament to Shoei's uncompromising commitment to quality, performance, comfort and safety.



RF-1100/ROLLIN' TC-5



Scan bar code to view the
Shoei Helmet Production video



X-TWELVE/DAIJIRO TC-6



NEOTEC/ANTHRACITE



GT-AIR/WANDERER TC-5



J-CRUISE/WHITE



VFX-W/SALUTE TC-2

MOBILE WARMING



Helmet House proudly introduces to the Powersports industry an innovation in heated apparel: Mobile Warming jackets, vests, shirts and gloves that provide electric heating through a portable power supply. With Mobile Warming gear, now you can stay warm while riding your motorcycle, ATV or snowmobile, and also keep the heat perking when you stop for a break, at a game, while hunting, fishing or just spending time outdoors.

Mobile Warming's innovative technology is a comprehensive heating solution for men and women for a wide variety of outdoor conditions and environments. Thanks to a 7.4-volt 2.2-Ah rechargeable lithium-ion battery, you can enjoy up to 10 hours of comfortable warmth while riding and also while you're stopped and away from your machine.

Mobile Warming apparel is manufactured by Ansai Sports, Co., LTD.



SILVERPEAK JACKET



CLASSIC VEST



TEXTILE GLOVE



CLASSIC SOFTSHELL JACKET

FIELDSHEER



FIELDSHEER

The world of motorcycling covers a wide spectrum of riders, many whom place a premium on riding gear styled with a look that's just right. With Fieldsheer apparel, riders can enjoy the latest and coolest styles without compromising function. Fieldsheer gear is built with the rigors of riding first in mind, and then crafted with the extra touches that make the rider stand apart from the crowd. Fieldsheer offers the best of both worlds—style and function—for the most discriminating of riders.



CORSAIR 2.0 WOMEN'S JACKET



CORSAIR 2.0 JACKET



RAZOR 2.0 JACKET



ON BASE 2.0 VEST



APEX 2.0 GLOVES

POKERUN



Pokerun

For years, the sale of cruiser bikes has far outweighed all other genres in the street-bike arena. Cruisers offer

a distinctly laid-back appeal that resonates with riders in search of a relaxing motorcycle experience. Pokerun riding gear serves as the perfect match to that easygoing cruiser mindset, while offering premium performance and protection at the same time. For riding gear with a laid-back look that also incorporates the latest in street riding performance, nobody else brings it on like Pokerun.



SHORT LEATHER GLOVE



EAGLE 2.0 JACKET



OUTLAW 2.0 CHAPS



KIMY WOMEN'S JACKET

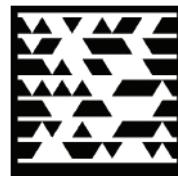


OUTLAW 2.0 JACKET

HJC



Since 1971, HJC has specialized exclusively in manufacturing helmets for powersports and motorsports enthusiasts. This unwavering focus has produced world-class helmets that combine innovation and exceptional value. As a result, in 1992 HJC took over as the number one brand in North America, emerging as the most popular helmet on the market. Even more important, HJC has maintained that number one status year after year to the present day—a perfect reflection of the popularity HJC enjoys the world over.



Scan bar code to view
the HJC Factory video



HJC RPHA 10/JORGE
LORENZO REPLICA



HJC RPHA MAX/WHITE



FG-17/ACE MC-2



IS-MAX BT/MULTI MC-10



CL-X6/FUZE MC-3

PRODUCT MARKETING SUPPORT, ADVERTISING AND PRESS COVERAGE

We understand that the rank-and-file of the powersports market consists of riding enthusiasts. So Helmet House and its brands maintain a commitment to world-class product marketing support that speaks to riders directly, accurately and frequently in order to drive sales at your

store on a personal, enthusiast-to-enthusiast level. We employ a variety of methods to communicate with consumers, including industry-leading advertising in a variety of mediums; event sponsorship; International Motorcycle Shows programs and assistance; product



evaluations and editorial usage in enthusiast publications and Web sites; race and sponsored-racer support; online marketing; viral video efforts and more.

Helmet House works with the manufacturers of the products we distribute to jointly develop marketing programs that complement each other and best target your customers by effectively reaching every segment of the powersports market. We also provide dealerships with effective levels of sell-through marketing tailored to be unique and differentiating for each brand we carry and recommend for your store.

Journalists from leading magazines and Web sites around the world seek out our products for editorial coverage and product evaluations that reach millions of consumers. And major OEMs and leading aftermarket companies often use our products in their advertising, thanks to the unequalled leadership position our products hold, which gives us additional market exposure. Our past advertising has been proven by Starch Research corporation to outperform advertising by other brands, and our newest attention-grabbing ad campaigns will certainly extend that advantage.

With such a strong array of advertising and media support for our entire family of products, knowledgeable enthusiasts will enter your store fully primed to make their purchases of products—as marketed by Helmet House.



TOUR MASTER
MARKETING SUPPORT



CONCRETE JUNGLE

CHAPTER 3 INTEGRAL SUIT

Take the experience of urban riding – it doesn't matter if you're on the Tour Master Transition suit or your riding isn't. Whether you're in the city or on the highway, the Tour Master Transition suit offers the perfect balance between function and style. It's a high-tech design that's both comfortable and durable. It's a high-tech design that's both comfortable and durable. It's a high-tech design that's both comfortable and durable.

INTEGRAL RAIN SUIT

Tour Master's new Chapter 3 rain suit offers the latest in style and quality of design, which makes it a high-tech design. Whether you're in the city or on the highway, the Tour Master Transition suit offers the perfect balance between function and style. It's a high-tech design that's both comfortable and durable. It's a high-tech design that's both comfortable and durable.

THE PERFECT TOUCH



URBAN RENEWAL

SATIN CHICANE JACKET

The Tour Master Satin Chicane jacket is a high-performance riding jacket. It's a high-tech design that's both comfortable and durable. It's a high-tech design that's both comfortable and durable.

BROTON 2.0 WP BOOTS

How do you choose the right boots when you're not sure what's looking down the road? This is where the Broton 2.0 WP boots come in. They're designed to provide maximum protection and comfort, while also being light and flexible. The Broton 2.0 WP boots are made from a combination of durable materials, such as leather and synthetic fibers, to ensure they last longer and provide better protection. They're also designed to be comfortable, so you can ride for hours without getting tired.

PERFECT SOLUTION

CORTECH

MARKETING SUPPORT



**HAND-BUILT IN JAPAN.
FORM AND FUNCTION REDEFINED.**

GT-Air

SHOEI's all-new GT-Air facilitates easy adaptation to the ever-changing conditions that lie ahead. Features like the convenient flip-down internal sun shield, easily adjustable ventilation system, superior aerodynamics, lightweight feel, and highly effective Pinlock® Anti-Fog System ensure greater comfort and endless adventure on the open road. Explore all of the GT-Air features at shoei-helmets.com/GT-Air

SHOEI
PREMIUM HELMETS
MADE IN JAPAN

**HAND-BUILT IN JAPAN.
ONE WITH THE ROAD.**

J-Cruise

For those looking for a one-with-the-road experience without sacrificing the safety and performance features expected of a world-class helmet, you search ends here. Boasting the smooth-operating, distortion-free CI-2 shield (complete with an industry-first integrated air dam), built-in internal sun shield, and fully removable 3D Max-Dry interior system, the J-Cruise does it all while keeping you safe and connected with the road ahead. Explore all of the J-Cruise features at shoei-helmets.com/J-Cruise

SHOEI
PREMIUM HELMETS
MADE IN JAPAN

**SHOEI UNIVERSITY ONLINE
GO TO THE HEAD OF THE CLASS**

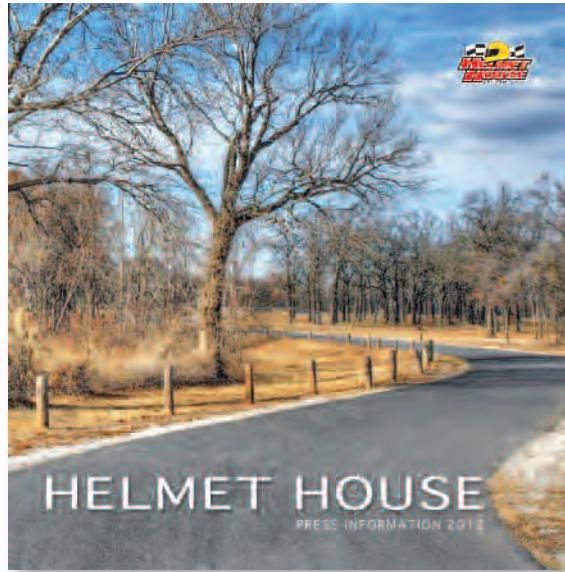
Shoei University is a monthly full-length online video series for all helmets. It helps present and teach basic information on the best way to wear and clean helmets. New material is up to provide leading riders with more secure riding skills or the latest riding tips to keep them safe and comfortable. Topics include: helmet fit, proper riding posture, the importance of wearing a helmet, and much more. The Shoei University website also contains a forum where users can ask questions and receive answers from Shoei experts. The Shoei University website is located at www.shoei-helmets.com/shoei-university.



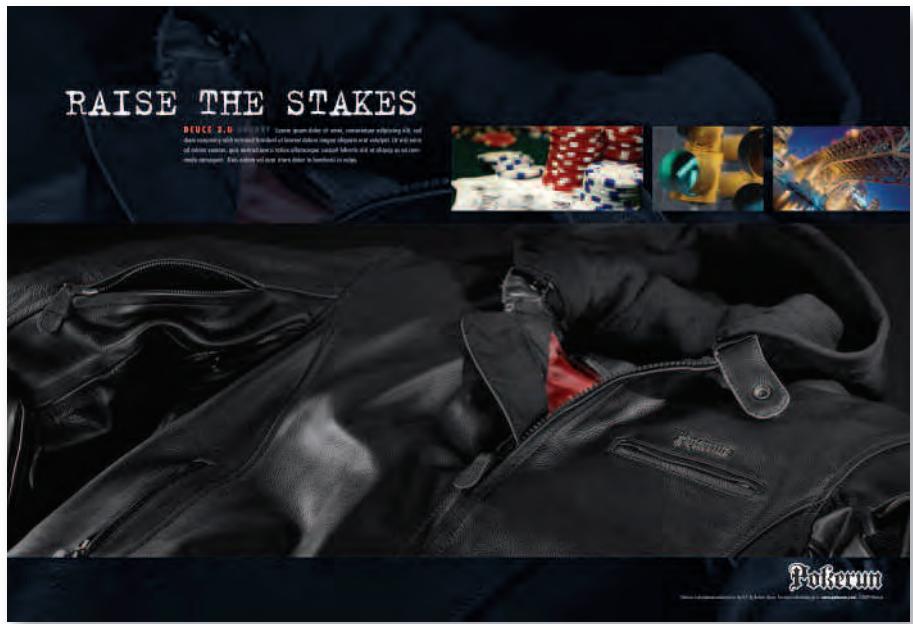

FIELDSHEER

POKERUN

MARKETING SUPPORT



2012 Helmet House Press Kit



HELMET HOUSE

OPERATIONAL STRENGTH

Backing up this army of products is a new Helmet House operations and warehouse system that gives us a distinct advantage in terms of inventory management. Our newly expanded inventory capabilities have increased our warehouse and shipping capacity by more than 50 percent. This new and larger warehouse resides in a strategic location that allows us to fulfill orders in a more accurate and rapid fashion than ever before, so the products you need to sell arrive on time.

Our new business-to-business Web site ordering capabilities also help speed product delivery so you have the merchandise you need, when you need it, to help you meet your customers' demands in a timely fashion. In addition, our unsurpassed policies on sales assurance and merchandise returns mean we'll always stand behind the products we sell as we stand behind you, our business partner.

All this adds up to one final conclusion: You need to join the Helmet House family of dealers—today. It's time you found out for yourself the many advantages that come your way when you partner with Helmet House. Contact your sales representative or email us to get the process started. Whatever method you choose, it's time for you to see what you have been missing as you partner with Helmet House. Together, we'll form a great partnership to build your business. And that, truly, is the Helmet House difference.



HELMET HOUSE
SOUTH—SOUTHAVEN, MS



HELMET HOUSE
WEST—CALABASAS HILLS, CA



HELMET HOUSE
2013 CATALOG

