



News Release

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Vega Takes Flyte with Brand New Line of Stealth Helmets

SEATTLE, Wash., March 14, 2011 –Vega, the leader in quality helmets and riding gear at an affordable price, announces the availability of the dual-certified Flyte off-road helmet, the first model in a brand new Stealth line for 2011. The Flyte and future Stealth products offer sleek European design, cutting-edge graphics and feature-rich performance.

“The Vega design team has been working hard to craft the Stealth line and bring something entirely new to the market - both in form and in function,” said Jeanne DeMund, Vice-President of Vega Helmet. “Edgy styling, smart design elements and our signature value proposition will appeal to our customers who are economically savvy and want the best in looks, performance and safety.”

With greater aerodynamics and an advanced venting system, the Flyte ensures that even the hard-core motocross riders will be able to blaze the trail in comfort. High-volume forehead intake vents and rear multi-port exhaust maximize airflow to the interior. The removable, washable liner is made with a combination of a new honeycomb material and Coolmax® fabric to efficiently wick away moisture. Liner cheekpads are also removable and made to withstand the rigors of off-road riding.

The striking, streamlined helmet shape is further modernized with innovative graphic options. The multi-color Speed graphic comes in blue or red, both in a flat or gloss finish. The Flyte is also available in a sophisticated stark white or flat black with brushed silver accents.



Flyte in Speed Flat Blue

The Flyte is dual-certified to meet both the stringent European ECE 22.05 standard and meet or exceed the US DOT Standard FMVSS 218. It is available in six sizes (XS-2XL) and is offered at an MSRP of \$169.99 with graphics and \$159.99 for solid colors.

Additional products in the new Stealth line will become available throughout the year.

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About Vega Helmet

Vega Helmet is the exclusive importer and dealer-direct distributor of Vega motorcycle helmets, apparel and accessories. Founded in 1994, Vega specializes in highly competitive dealer pricing for feature-rich motorcycle helmets and related gear.