



# News Release

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## 4-Season Spirit apparel now available for riders in the US

*Vega acquires exclusive US distribution of European-based Richa NV brand*

**SEATTLE, Wash., November 22, 2011** –Vega, the leader in quality helmets and riding gear at an affordable price, announces the availability of the Spirit jacket and Spirit pants by Richa for riders seeking advanced performance and body comfort in all weather conditions. The true 4-season Spirit apparel offers climate-reactive breathability, stain resistance and wind/waterproof features. No other riding gear delivers on this claim like Spirit does, with its groundbreaking technology and sophisticated workmanship.

“With the Spirit jacket and pants, we are proud to be able to bring the renowned Richa brand to the US market,” said Jeanne DeMund, Vice President of Vega Helmets. “Vega has been impressed with their use of advanced materials and finishes, as well as their attention to stylish design, and we are confident that many of our customers will feel the same way.”



### Climate Control

At the core of the Spirit jacket and pants is the revolutionary c\_change™ climate-sensitive membrane which makes the apparel extremely breathable and highly responsive to changing temperature. This unique patented technology is inspired by the natural opening and closing of fir cones in response to different weather conditions. At higher temperatures or during higher activity levels, the c\_change membrane opens up and becomes extremely heat and moisture permeable in an outward direction. At

lower temperatures, or lower activity levels, the membrane contracts, retaining body heat.

### Waterproof/Stain Resistant

The fabric is finished with NanoSphere® in which nanoparticles form a fine structure on the textile's surface to repel water, dirt and oil. Liquids run easily off the surface and dirt is repelled before saturating the fibers, keeping the gear clean and dry in any riding situation.

### Durability/Visibility

Proprietary outer Dynatec™ fabric is highly abrasion-resistant for protection and long lasting durability. Certified CE armor at shoulders, elbows and back provide the highest level of impact protection available. Reflex retro-reflective patches on arms and back ensure much more visibility at night or in low light situations.



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### **Versatility**

For the coldest days, the Spirit jacket includes a softshell inner liner that is removable and styled to wear as a casual jacket on its own.

### **Size/Color**

The Spirit jacket is offered in Black, Hi-Vis Yellow and Grey, while the Spirit pants are offered in Black only. The jacket is available in men's sizes S-8XL. The pants are available in Men's Regular Length S-8XL and Short and Long Lengths L-8XL. Ladies' sizes will be available in 2012.

The Spirit jacket is sold at an MSRP of \$699.99, including the stand-alone softshell inner liner. The Spirit pants are sold at an MSRP of \$579.99.

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### **About Richa**

Richa NV was established 150 years ago as a Belgian glove manufacturer. Today Richa NV is the world's second largest glove manufacturer (Held is #1) and is a major supplier of textile and leather motorcycle apparel, textile and leather motorcycle footwear, and textile motorcycle luggage. Richa NV and BMW are the only manufacturers licensed to use the c\_change textile technology in the motorcycle industry.

### **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.

**PHOTO ACCESS:** *High resolution photos of the Spirit jacket and pants are available upon request.*