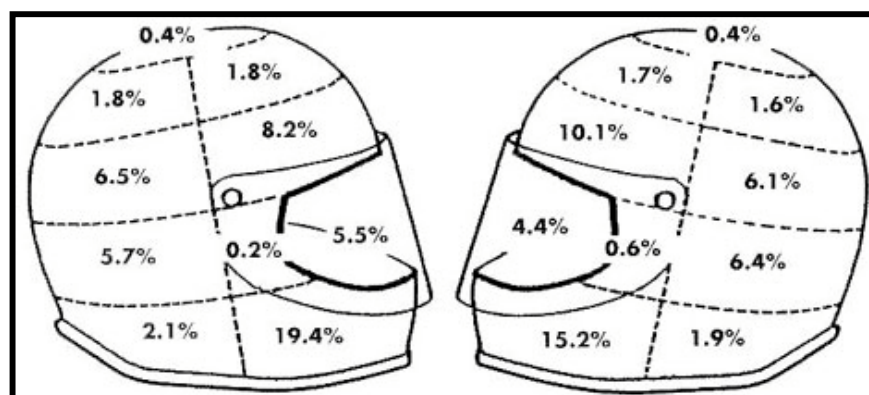




Why should you wear a full-face helmet?

Ask 1.1-million-mile BMW rider Dave Swisher, of Bowling Green, Virginia. That's Dave's helmet after he suffered a crash in West Virginia. Dave came out just fine—thanks to his full-face helmet. No facial reconstruction was needed. In fact, because of his full helmet, Dave was able to ride home!

What would have happened had Dave been wearing a $\frac{3}{4}$ or *open-face* helmet or, worse yet, a *shorty* or $\frac{1}{2}$ helmet?



The diagrams above show the impact areas on crash-involved motorcycle helmets. (Source: Dietmar Otte, Medizinische Hochschule Hannover, Abteilung Verkehrsunfallforschung, Germany.) Note that 35% of all crashes showed impacts in the chin-bar area. This means that if you ride with an *open-face* or $\frac{3}{4}$ helmet you are accepting only **65%** of the protection that could be available to your head. If you ride with a *shorty* or $\frac{1}{2}$ helmet, you are accepting only **39%** of the protection you could have obtained!

And, of course, if you ride wearing a “novelty” helmet or no helmet at all then you have **none** of the protection you could have chosen.



The choice is yours!

