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LeoVince USA is Now the U.S. Distributor for the Airoh Brand of Products

- LeoVince USA is now distributing Airoh helmets in the U.S.
- Airoh is a premium helmet manufacturer based in Italy, and produce a full range of helmets for off-road, street and track riding.
- LeoVince USA will make the Aviator 2.1 D.O.T. off-road helmet available first, with other models to follow in the coming months.

Richmond, Calif. – May 20, 2013 – LeoVince USA is now the U.S. distributor for Airoh, a premium helmet manufacturer based in Italy. The Aviator 2.1 D.O.T. line of off-road helmets will be the first Airoh model available from LeoVince USA, followed by additional styles in the coming months.

As with all of the products they distribute, LeoVince USA only selects manufacturers who exhibit top-level quality and a homegrown, personal touch. Airoh is no different. The family-owned company offers top-tier helmets across all riding categories and helmet styles, including off-road, full-face, modular, urban jet and even junior designs. Airoh joins a growing list of manufacturers now distributed by LeoVince USA, including Dion Device brake lever guards, GPR stabilizers, BMC Air Filters and Bridgestone racing tires.

Airoh may be a new name to many U.S. riders, but they are already a well-respected brand in pro racing and hold the title as the top offroad brand throughout Europe. In the U.S., some of the standouts who trust their safety to Airoh helmets are Rockstar Energy Racing's Blake Wharton and Jason Anderson, who race the 250 class of Monster Energy Supercross.

The Aviator model is the top choice of many of Europe's best motocross riders, including six-time Grand Prix motocross champion Tony Cairoli. On the road side MotoGP star Andrea Dovizioso also wears Airoh, and the GP500 full-face helmet line includes a replica sporting the Dovizioso graphics.

Airoh founder Antonio Locatelli stresses the research, development and innovation that go into each helmet. Technicians and athletes work together to constantly refine the designs to improve both rider comfort and increase rider safety. The U.S. helmet will feature dual homologation utilizing both the DOT and ECE safety standards ensuring this helmet protects as well as it performs.

"We're proud to be introducing Airoh helmets into the U.S. market," says LeoVince USA Executive Vice President Tim Calhoun. "They produce a premium helmet that is safe, light and innovative. Much of the decision to work with LeoVince USA was because we are experienced in working with exceptional European companies looking to enter the U.S. market. We understand how to brand these companies and are very aware of what their expectations are. Most importantly LeoVince USA operates as a true partner for these companies, not just a reseller or distributor."



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LeoVince USA will begin distribution with five Aviator 2.1 D.O.T. models with additional 2014 styles and colors to follow.

The Aviator is Airoh's premium off-road helmet and its features include:

- Multi Axial Carbon and Kevlar Composite Fiber External Shell
- Three External Shell Sizes
- Wind Tunnel Tested
- Maximum Lightness
- Airvent System
- Highest Quality and Maximum Comfort
- Maximum Safety - Airoh Emergency Fast Remove System AEFR
- Spare Accessory Kit Included
- Removable Washable Liner
- ECE and DOT Approved

For more information about Airoh and LeoVince products, visit the LeoVince USA website at www.leovinceusa.com. To keep up with the latest product and racing news from LeoVince, be sure to like them on Facebook at www.facebook.com/leovinceusa.

Airoh Aviator – Captain

MSRP: \$619.99*



Airoh Aviator – Rockstar

MSRP: \$659.99*



Airoh Aviator – Carbon (New For 2014)

MSRP: \$659.99*



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Airoh Aviator – Viper, Black Gloss

MSRP: \$619.99*



Airoh Aviator – Viper, Orange Gloss (New For 2014)

MSRP: \$619.99*



Airoh Aviator – Viper, Yellow Gloss (New For 2014)

MSRP: \$619.99*



Airoh Aviator – Black Matte

MSRP: \$499.99*



Airoh Aviator – White Pearl

MSRP: \$499.99*



* Current MSRP

About LeoVince: LeoVince USA, located in Richmond California, is the US distributor of the LeoVince family of products including LeoVince Exhaust and LeoVince Carbon Fiber. LeoVince USA also distributes GPR Stabilizers, BMC Filters and the innovative new Dion Device. With two locations to serve all of North America most deliveries arrive in three days or less. With innovative dealer solutions and exceptional customer service LeoVince remains one of the fastest growing companies in Powersports. To find out more about LeoVince visit us at www.leovinceusa.com. To learn more about becoming a LeoVince USA dealer call us at (510)-232-4040 or email us at sales@leovinceusa.com.