



## Pininfarina jet helmets for motorcyclists at EICMA 2010

### AIRFLOW: the helmet designed in the wind tunnel



Turin, November 5, 2010 - After the concept-helmet introduced last year, **Pininfarina** and **Newmax** are presenting at EICMA 2010 the final release of the **Airflow helmet**, born from the evolution of the original project and numerous tests carried out in recent months. Among these, the final tests made in September in a wind tunnel, which confirmed the attainment of the original goals: to create a high protection helmet with efficient ventilation and internal thermal equilibrium so as to optimize the comfort of riders.

Airflow thus presents a line and details physically redesigned: the optimal form and location of the aerodynamic flow intakes (in the shell), the special cavities in the polystyrene layer (internal) to foster air circulation and heat dissipation, the design of the inner segments which are ultra transpiring, hence also promoting air circulation and heat dissipation.

The synergy between these elements produces a reduction of over one degree centigrade of the temperature inside the helmet (the control used in testing was a head covered with 32 sensors that could map the temperature inside the helmet). From the test (comparison with other jet models), it also emerged that the Airflow helmet ventilated inside is the model that most rapidly reduces the internal temperature. During the final test the airflow struck the helmet at a speed of 60 km/h and 120 km/h. Typically at a speed of 60 km/h all helmets show a tendency to accumulate heat at the top and nape of the neck, while at 120 km/h for all helmets-neck top temperature tends to decrease.

So at EICMA 2010 will be presenting a jewel of Italian design and technology. The Airflow helmet was born from the collaboration between Pininfarina and Newmax, two outfits that believe in the talent, in some ways unique, of Italian companies and the positive effects of industrial synergies. So Airflow helmets will be wholly produced in Italy - at Newmax, the historic helmet manufacturer – with its certified ISO 9001-2008 quality system, which this year is celebrating its forty years of uninterrupted activity, research and production of ideas for the world on two wheels.

The Airflow helmet hits the market in two versions. AIRFLOW PLUS, the top level model will have the shell covered in eco-leather, the rear safety reflector with the Logo Pininfarina and an external band of reinforcement with the AIRFLOW SYSTEM logo. Colours: Black, White, Leather.

AIRFLOW CLASSIC, the entry level model, designed for a younger public, will have the shell covered by a distinctive graphic design from Pininfarina, but in technical terms faithfully reproduces the specifications of the top model. Colours: White matt, Black matt, Bronze matt, Light Blue shiny.