



 **FIRSTGEAR**  
PREMIUM RIDING GEAR AND ACCESSORIES



**\*For Immediate Release\***

## **2010 Firstgear Apparel Includes High Tech d30™ Protection**

The new 2010 Firstgear line of TPG jackets incorporates a revolutionary new type of armor protection called d30™. d30™ Intelligent Shock Absorption™ is a patented, shock absorbing material, engineered with intelligent molecules that flow with you as you move, but lock together on impact to absorb energy. The material is rate sensitive which makes it soft and flexible when moved slowly. However, when impacted at a high rate of speed, the molecules lock together making the material an excellent shock absorber. The entire process occurs in less than 1 second and the material returns to its original soft state as soon as the impact is over.

*“We are very excited to add d30™ armor into our Firstgear street apparel.”*

***Steve Johnson, President of Tucker Rocky Distributing which owns Firstgear.***

*“The 2010 Firstgear TPG Jackets for Men and Women takes the product to a whole new level in terms of fit and creature comfort. A key part of that change is the integration of d30™ armor. The jackets are lighter, less bulky and more flexible for a comfortable fit. Add to that d30™ is CE approved, providing superior protection and you have a revolutionary product.”*

***Mark Salvatore, Firstgear Brand Manager***

*"Over the past couple of years, d3o™ has become synonymous with state-of-the-art impact technology allowing its athletes/riders total freedom of movement. At the same time, we always positioned our technology in the midst of consumer awareness by carefully selecting each partner we launch with. We are very proud to launch our motorcycle range of protectors within the Firstgear TPG range in the US as this launch perfectly aligns itself with an increasing demand for high quality, comfortable and technical motorcycle products."*

**Marcus Hoenig, d3o™ Global Sales Manager**

*"We are very excited about the launch of the first d3o™ products into the US motorcycle market with Tucker Rocky, and the response to the Firstgear TPG jackets has been fantastic. It is great to work with such an innovative and forward looking company and I am sure we will be able to develop a great range of products as we build our partnership together."* **Richard Palmer, d3o™ Founder & CEO**

"The technology is truly revolutionary. I don't believe this combination of comfort and protection can be found anywhere else in street apparel at any price point".

**Stephan Ulbrich, Director of Marketing, Tucker Rocky Distributing**

The material drapes around the body much more easily than other materials, following the line of the body but also moving freely when the body bends. d3o™ is built into the shoulders and elbows of Firstgear TPG jackets which will be available in early September.

Established in 2001 by CEO Richard Palmer, d3o™ Lab invented and manufactures d3o™. For more information about d3o visit [www.d3o.com](http://www.d3o.com)

For more information on Firstgear apparel visit [www.firstgear-usa.com](http://www.firstgear-usa.com)



**Men's TPG Rainier**

**MSRP \$ 499.95**



**Women's TPG Monarch**

**MSRP \$ 469.95**



**Men's TPG Teton**

**MSRP \$ 469.95**

