

d30™ Hits the MTC Market in the US at Dealer Expo

2 February 2010

d30™ is a patented, shock absorbing material that provides an extremely comfortable and flexible shock absorbing system for all manner of applications. How does it do this? d30™ contains intelligent molecules that flow with you as you move, but on shock, lock together to absorb impact energy, meaning the protection is only activated when you need it.

This year we have some exciting product launches with some excellent brands including **First Gear, Held and Klim**. Each product is very different, but all maximise the advantage that d30™ provides in increased comfort and style in motorcycle wear.

First Gear:

The first Motorcycle brand in the US to use the revolutionary technology, **First Gear** have featured d30™ intelligent shock absorption in the 2010 TPG product line.

"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*

Men's TPG Rainer: MSRP \$499.95

Men's TPG Teton: MSRP \$469.95

Women's TPG Monarch: \$469.95

Held:

One of the first brands to utilise d30™ in Europe in the Motorcycle market, Held's women's leathers, the Angelina Jacket & Amy Pant, use d30™'s precurved contoured T5 components that mould to the body's form. This product is perfect for women as the pads are very thin, only 8mm at the thickest point, tapering out towards the edges so as not to spoil the tailored line of the jacket & pant.

Angelina Jacket: £249.99 / €270.00 / \$349.99

Amy Pant: £229.99 / €249.00 / \$299.99

Klim:

The team at Klim have spent the last 2 years developing the Adventure Rally Gear, which is possibly one of the most technically advanced products now on the market. Technical features include GORE-TEX fabrics including high performance GORE-TEX® SUPERFABRIC®, & LOCK-OUT™ closures; a fully integrated harness system; heat / abrasion resistant leather pannels in key locations; fully waterproof neck brace compatible collar; an integrated water bladder system and high capacity storage system. Last but by no means least is the inclusion of d30™ intelligent shock absorption to the elbows, hips, knees, shoulders and back. All these features and the passion put into their making means this is truly phenomenal adventure riding gear. In the words of Klim themselves:

"The science of adventure is where engineering meets passion, where the test lab and

drafting table meet worn out tyres and wrinkled maps. We started with our knowledge of how to make gear that is durable, waterproof, and attractive. Then we sweated in it to learn where to place the vents, shivered in it until we understood how to cut the neck, and got doused in the rain to make the cuffs work just right.”

Adventure Rally System

Jacket: \$1,299.99

Pant: \$849.99

All d3o™ limb protectors and back protectors for Motorcycle are certified to EN1621-1 (limb protectors) and EN1621-1 level 1 (back protectors).

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Notes to Editors:

With a dynamic growing team - the company outlook for d3o™ lab is as bright as its distinctive orange logo! d3o™ is based in the UK out of Brighton where the d3o™ team combines engineering, chemistry and design to produce cutting edge intelligent shock absorption systems for all manner of applications.

d3o™ was first used by the US & Canadian ski teams in the Winter Olympics in 2006. The brief was to deliver protection to the racers without sacrificing comfort, control or performance. The US & Canadian teams are still using d3o™ to this day and will be wearing suits with a new improved d3o™ formulation in the Winter Olympics in Vancouver 2010.

d3o™ has teamed up with brands coveted by innovators in sport and the personal protection industry including Puma, HEAD, Spyder, CAT, STX and Gore-Tex® to bring protective clothing and footwear to market for Ski and Snowboard, Mountain Biking, Motorcycle, Tennis, Lacrosse, and is now hitting the Motorcycle market with some key partners to bring the benefits of its intelligent shock absorption to the sport.

For more information see <http://www.d3o.com>. Contact Lisa Fucassi for interviews and images on +44 (0) 1273 716472 – lisa@d3olab.com or Ruth Gough on +44 (0) 1273 716465 – ruth@d3olab.com.