LEM Helmets unveils new 2018-19 collection of cycling head protection across EMEA and North America

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With a focus on safety, style, comfort, and performance, LEM Helmets launches into cycle market

with seven distinct helmets in road, mountain bike, commuter and kids categories.

Southampton, UK. (27 June 2018) – LEM Helmets, a brand with a rich heritage in head protection and safety products in the motorcycle industry, launch a fresh new cycling helmet division producing innovative cycling helmets on a mission to help riders, novice and seasoned, get the most out of life on two wheels.

Today, the LEM brand launches its 2018-19 safety and forward thinking designed helmet collection in the European (and North America) markets with seven new distinct helmets and 50 colourways across road, mountain bike, commuter and kids categories.

BRAND VIDEO: Safety. Style. Performance.

LEM will market direct-to-consumer and begin taking orders in mid-July. The brand plans to open additional retail sales channels as it expands over the rest of 2018 and beyond. The user-friendly, easy-to-navigate website includes product info, brand story, engaging and inspirational imagery, and videos. LEM will showcase its collections at the global Eurobike tradeshow in Friedrichshafen, Germany, 8-10 July 2018.

“LEM Helmets are entering the market with high-quality products with a unique perspective and brand ethos that embraces the freedom, satisfaction and fun you get from riding your bike. Our collection of helmets spans just about every cycling category and are designed with safety as a top priority alongside the simple idea that life is more fun on two wheels,” said Stuart Brown, LEM Helmets EMEA Sales Manager. “We want riders of all abilities to feel confident with the comfort and performance of our helmets allowing LEM to seamlessly become an extension of their riding.”

In a space obsessed with tech and core-focused identity, LEM is a choice, positioned around culture and play, its range fits into any lifestyle and gives a license to turn every ride into an adventure. With more than 30 years of design and tech roots in Italy, the new cycling brand focuses on safety, style, comfort, and performance, cutting through the clutter and deliver high-quality helmets for life in the saddle.

ROAD COLLECTION:

Gavia**:** safety technology with performance built in, it takes its name from the iconic Italian Passo Gavia in the Alps – one of the most feared and famous uphill climbs in the Giro d’Italia.

Tailwind**:** made for all-day comfort, it hits the sweet spot between weekend warrior and competitor, creating experiences that make you want to ride more.

Volata**:** known as the “final sprint” throughout Italian cycling, it enhances your riding experience, helping you find your zone, whether you’re cranking for fitness, commuting, on a club ride or century tour.

MOUNTAIN BIKE:

Flow**:** from technical lines to winding single-track, it keeps you in the moment, moving in sync with your body, comfortable with all round protection that makes everything line up perfectly.

COMMUTER:

Boulevard**:** stylish and reliable, this versatile commuter helmet is designed for the pursuit of everyday fun.

Media:



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Cycling :: Mountain Bike :: Kids :: Helmets :: Commuter :: Bike :: Pro Cycling :: Riding :: Bicycle :: Bike Helmets :: Children's Bike :: Safety :: Ride :: Two-Wheels :: Safety ::

Scan Me:

Designed for comfort and to fit your lifestyle, allowing you to absorb all the elements and environments of your ride.

KIDS COLLECTION:

Scout**:** made for brave explorers and thrill-seekers on two-wheels, this helmet knows how to be the leader of the pack, blaze a new trail and be an individual. With head safety dialled in, it lets kids focus on fun and expand their horizons.

Lil' Champ**:** for the little ones who want to be big kids, this toddler helmet wins at keeping the early stages of biking fun and engaging, while assuring parents their child is ultra-protected.

LEM will kick-off its global launch at Eurobike, 8 -10 July. If attending, please visit booth **#A4-406** to see the collection and learn more. If interested in arranging a meeting, please contact Anthony Chmarny on +447925817933 or anthony@lemhelmets.com .

For more about LEM Helmets, visit: lemhelmets.com.

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About LEM: Built on a legacy of innovation and safety.

In 1972, Romano Magnani created "Lavorazioni Elmi Magnani" LEM, for short, was a passionate motorcycle enthusiast, creator, and innovator of helmets for motorcycle racing. He couldn't have known it then, but in founding LEM, he started something special, something that would thrive at the forefront of helmet technology and innovation for decades, even helping to create and define the European guideline ECE22, which established the first uniform helmet safety standards across Europe.

From the deep roots in Italian helmet design, LEM has now evolved, delivering a collection of cycling helmets focused on protection, comfort and style for riders who embrace an unbounded lifestyle. Our helmets are an invitation to join us on the road or up in the mountains. They feature options for all ages, fresh designs and tech that would make Romano very proud.

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