

Schuberth Continues Tradition of Innovation with M1 Helmet

- Schuberth's latest release, the M1, utilizes advanced engineering and head protection technology in a new, modern style.
- The optional SRC-System simply snaps into place and connects to the helmets built-in speakers, microphone and antenna.

Aliso Viejo, Calif. - August 4, 2015 - Schuberth continues to pave the way for advances in head protection technology with their latest release, the Schuberth M1. The innovative new design integrates the safety features unique to the German helmet manufacturer with groundbreaking aesthetics, functionality and customizability.

M1

The M1
Pure Innovation



 **MADE IN GERMANY**



The all new M1 now available. To be one of the first to own an M1, use our Dealer Locator to find a Schuberth Dealer near you carrying the new M1 open face helmet.



Schuberth
HEAD PROTECTION TECHNOLOGY



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“For decades Schuberth has pioneered the field of head protection technology,” said Schuberth North America Vice President Randy Northrup. “Now the tradition continues with the M1. This helmet represents everything that Schuberth stands for: premium quality, unparalleled engineering and development, and a dedication to continually improving and advancing this most important piece of motorcycle safety equipment.”

Schuberth designed and developed the M1 like they do all their helmets: in the Schuberth aeroacoustic wind tunnel. The result is a helmet optimized for reduced drag and less wind noise compared to other open face helmets. The woven glass fibers in Schuberth’s S.T.R.O.N.G. system produce a consistent shell that is lightweight yet strong, and the injection molded single layer multi-density EPS creates a snug fit while offering impact protection.

The M1 is unique from other Schuberth helmets in its customizability. With 7 shell colors, 2 inner lining colors, 5 face shield colors/tints, 5 internal sun visor tints, 2 top vent cover options, and 6 country flag stickers, the M1 is truly a customizable showpiece that can be made to fit with any rider’s motorcycle or personal style. Additionally, the easily removable face shield can be replaced by a black or titanium color trim piece for a clean, open face look.



Perhaps the most advanced feature is the optional Schuberth Rider Communication System (SRC-System), powered by Cardo. While other Schuberth models like the S2 Sport and C3 Pro / C3 Pro Women can be set up with an SRC-System, the M1 integrates with its communication unit like no other. The M1 arrives with pre-installed speakers, boom-less microphones, and antenna. Riders simply “snap” the SRC unit into the back of the M1 helmet for instant connectivity to their cell phone, navigation system, or SRC intercom.

The Schuberth M1 is now in stock at [select Schuberth dealers](#) in the United States and Canada. Visit [SchuberthNorthAmerica.com](#) to learn more about the M1 helmet or to find an authorized Schuberth dealer near you. Join the Schuberth community online on [Facebook](#), and follow [@SchuberthNA](#) on [Twitter](#). You can also connect on [Instagram](#) and [YouTube](#).



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About Schuberth GmbH: The German helmet manufacturer Schuberth has been developing and producing high-end head protection systems for over 90 years. With a multitude of innovative products, the company ranks among the world's leading manufacturers of motorcycle, Formula 1 and motor sport helmets as well as head protection for innovative solutions in industrial safety, fire fighting, the police and the military. The experience gained in particular from Formula 1, the pinnacle of motor sports, constantly provides fresh impetus for product developments that set the benchmark for head protection systems.

About Schuberth North America: In 2010, Schuberth GmbH opened the North American sister office in Aliso Viejo, California and continues to grow its exclusive dealer network for motorcycle products in the U.S. and Canada. Additional business segments work directly with law enforcement departments on the motor officer and crowd control products and with IndyCar and NASCAR teams on the auto racing helmets. In 2014, Schuberth North America also assumed U.S. distribution for German apparel and glove manufacturer Held.



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