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GIRO SPORT DESIGN WAS FOUNDED IN 1985 BY COMPETITIVE CYCLIST AND INDUSTRIAL DESIGNER, JIM GENTES. JIM'S PHILOSOPHY IS TO APPROACH THE DESIGN OF NEW PRODUCTS WITH NO PRECONCEPTIONS. HIS DESIRE TO CREATE UNIQUE SOLUTIONS TO CYCLING PERFORMANCE PROBLEMS IS SHARED BY THE ENTIRE GIRO TEAM, AND HAS LED TO 9 YEARS OF INNOVATIVE GIRO PRODUCTS. • THE INNOVATION BEGAN WITH THE

PROLIGHT™ - THE WORLD'S FIRST ADULT, LIGHTWEIGHT, EXPANDED POLYSTYRENE HELMET. IN



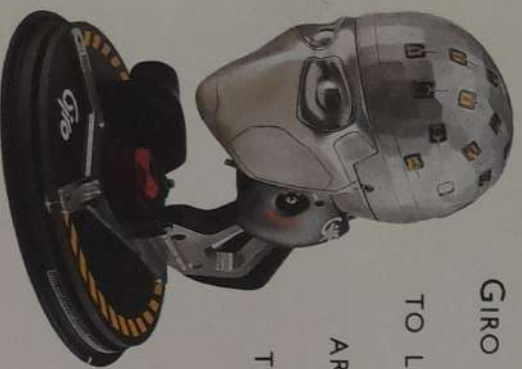
*The original Prolight -
a contemporary classic*

1986 JIM SET UP SHOP IN HIS 9 FOOT BY 13 FOOT GARAGE, WITH MANUFACTURING AT ONE END AND SHIPPING AT THE OTHER. TODAY GIRO PRODUCTS ARE SOLD IN OVER 30 COUNTRIES WORLDWIDE. • THE COMPANY UTILIZES TWO MANUFACTURING OPERATIONS - ONE AT THE CORPORATE HEADQUARTERS NEAR SANTA CRUZ, CALIFORNIA AND A SECOND FACILITY IN IRELAND THAT SUPPORTS THE EUROPEAN MARKET. DESPITE GIRO'S TREMENDOUS GROWTH, THE ESSENTIALS OF THE COMPANY REMAIN THE SAME. THE MANUFACTURING PROCESS IS STILL CHARACTERIZED BY THE SAME ATTENTION TO DETAIL AS WHEN THE "HEADQUARTERS" WAS JIM'S GARAGE. ALL MATERIALS PASS STRICT QUALITY CONTROL CHECKS AT MULTIPLE STAGES OF FABRICATION, AND FINAL ASSEMBLY IS STILL DONE BY ONE PERSON TO ENSURE THAT THE JOB IS DONE RIGHT.



LeMond "Air Attacks" his competition - '89 Tour de France

O S T O R Y



*The Terminator makes
Giro helmets the coolest*

GIRO DESIGNS UTILIZE TECHNOLOGIES DEVELOPED IN CALIFORNIA'S "SILICON VALLEY", YET JIM CHOSE TO LOCATE THE COMPANY JUST OVER THE SANTA CRUZ MOUNTAINS TO TAKE ADVANTAGE OF THE AREA'S PERFECT CYCLING ENVIRONMENT. IN THIS WAY GIRO MAINTAINS A FOOT IN TWO WORLDS: THE THEORETICAL ONE OF HIGH TECHNOLOGY, AND THE REAL ONE OF WHAT WORKS BEST ON THE ROADS AND TRAILS. THIS FORMULA HAS BEEN A SUCCESSFUL ONE FOR GIRO AND IS APPLIED TO ALL OF OUR PRODUCTS. • THE PROLIGHT WAS DESIGNED WITH THE HELP OF NASA AIRFOIL TECHNOLOGY AT THE AMES RESEARCH CENTER, AND PERFORMED SO WELL

THAT IT REVOLUTIONIZED THE HELMET INDUSTRY. EXTENSIVE WIND-TUNNEL

RESEARCH IS UTILIZED TO MAKE GIRO HELMETS AERODYNAMICALLY SUPERI-

OR. ARE THEY FASTER? JUST ASK GREG LEMOND WHOSE GIRO AEROHEAD® HELMET

HELPED HIM TO WIN HIS SECOND TOUR DE FRANCE BY A MERE 8 SECONDS. THE

VENTOUX™ WAS PROVEN COOLEST BY DATA COLLECTED WITH GIRO'S REVOLUTIONARY

THERMINATOR™, AND IT PASSED CLAUDIO CHIAPPUCCI'S TEST AS HE WORE IT IN

EVERY STAGE OF THE 1992 TOUR DE FRANCE. BUT OF COURSE GIRO ISN'T A

COMPANY TO REST ON PAST SUCCESSES. TO SEE OUR NEWEST DESIGN INNOVATIONS, PLEASE TURN THE PAGE.



*Giro's revolutionary
Roc Loc retention
component*

TERRAMOTO

SANDSTONE

Giro's new Terramoto is the only helmet for the serious Mountain Biker. With the Roc Loc system for stability, and our new quick-release visor, the Terramoto redefines what a cycling helmet can be. This rugged helmet features increased coverage designed specifically for Mountain Biking, and incorporates the best of Supercool Engineering™ with 11 vents, spot padding and large internal channels. Approximate weight (size XS) with Roc Loc and visor: 10.75 ounces.

ELECTRIC BLUE



6 Super Fit sizes:
2XS - XL

Flexible Roll
Bar™ for internal
reinforcement

Removable
Polartec™
browband

Snell B-90 and
ANSI Z90.4
approved

G I R A S S I C G R E E N

H A M M E R H E A D S C

C O P P E R B E R R Y



S N O W C A P



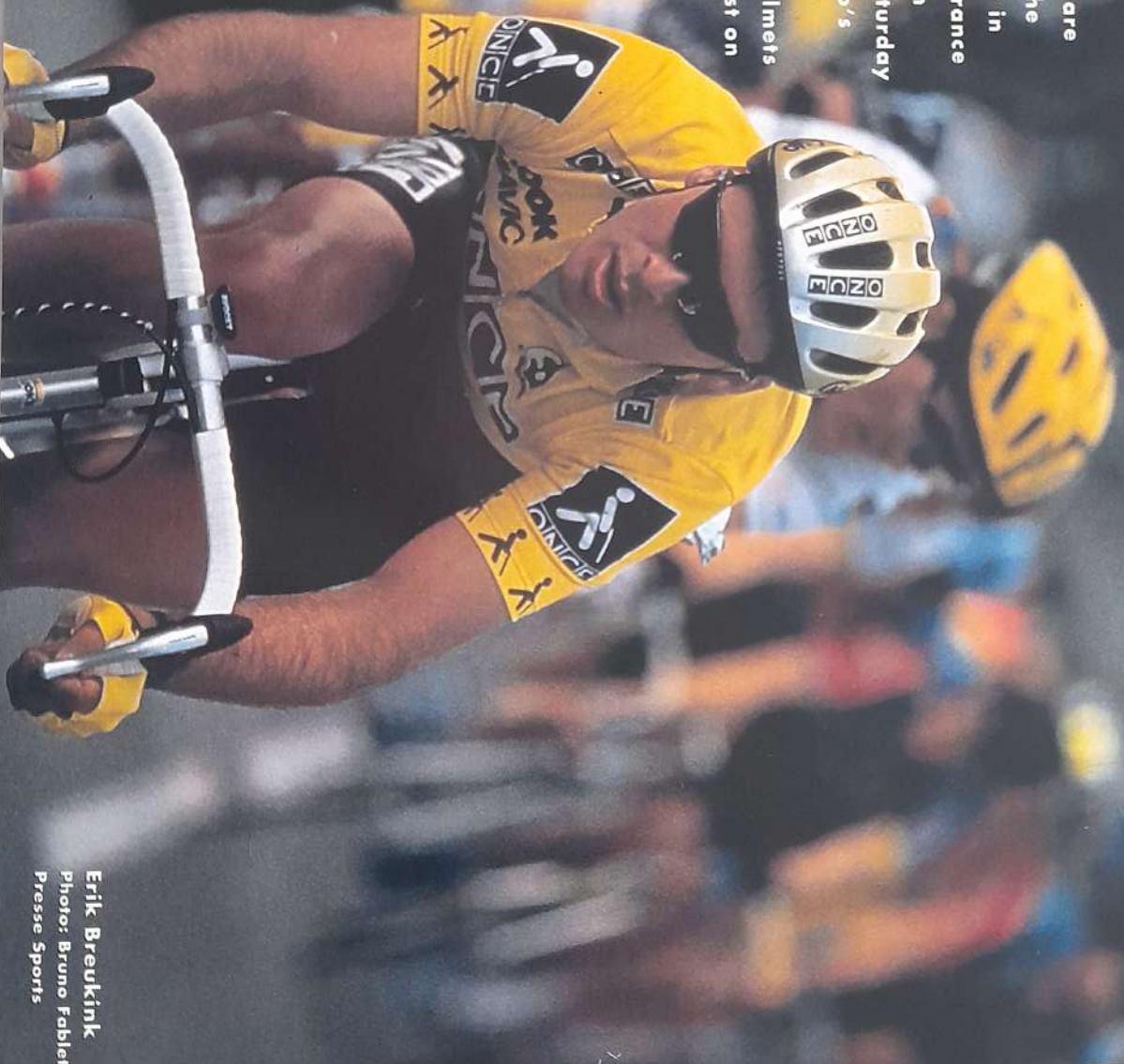
B L A C K L I G H T



Giro's Hammerhead™ SC returns in 1994 with 4 new color combinations and the same great features. The Hammerhead SC was the first helmet designed with Giro's Supercool Engineering principles, and offers top and bottom Hardbody™ construction for extra durability. Great new graphics and a "retro" shape make this one cool helmet! Approximate weight (size XS): 9.5 ounces.

- 6 sizes: XS - 2XL
- 9 Supercool vents
- Flexible Roll Cage™ for internal reinforcement
- Snell B-90 and ANSI Z90.4 approved

Whether you are fighting for the yellow jersey in the Tour de France or riding with friends on Saturday morning, Giro's Ventoux and Air Blast™ helmets are the coolest on the road.



Erik Breukink
Photo: Bruno Fablet/
Presse Sports



VENTILATION

They aren't just there to look cool. The Ventoux has 8 front vents engineered to maximize air flow in the cycling position.



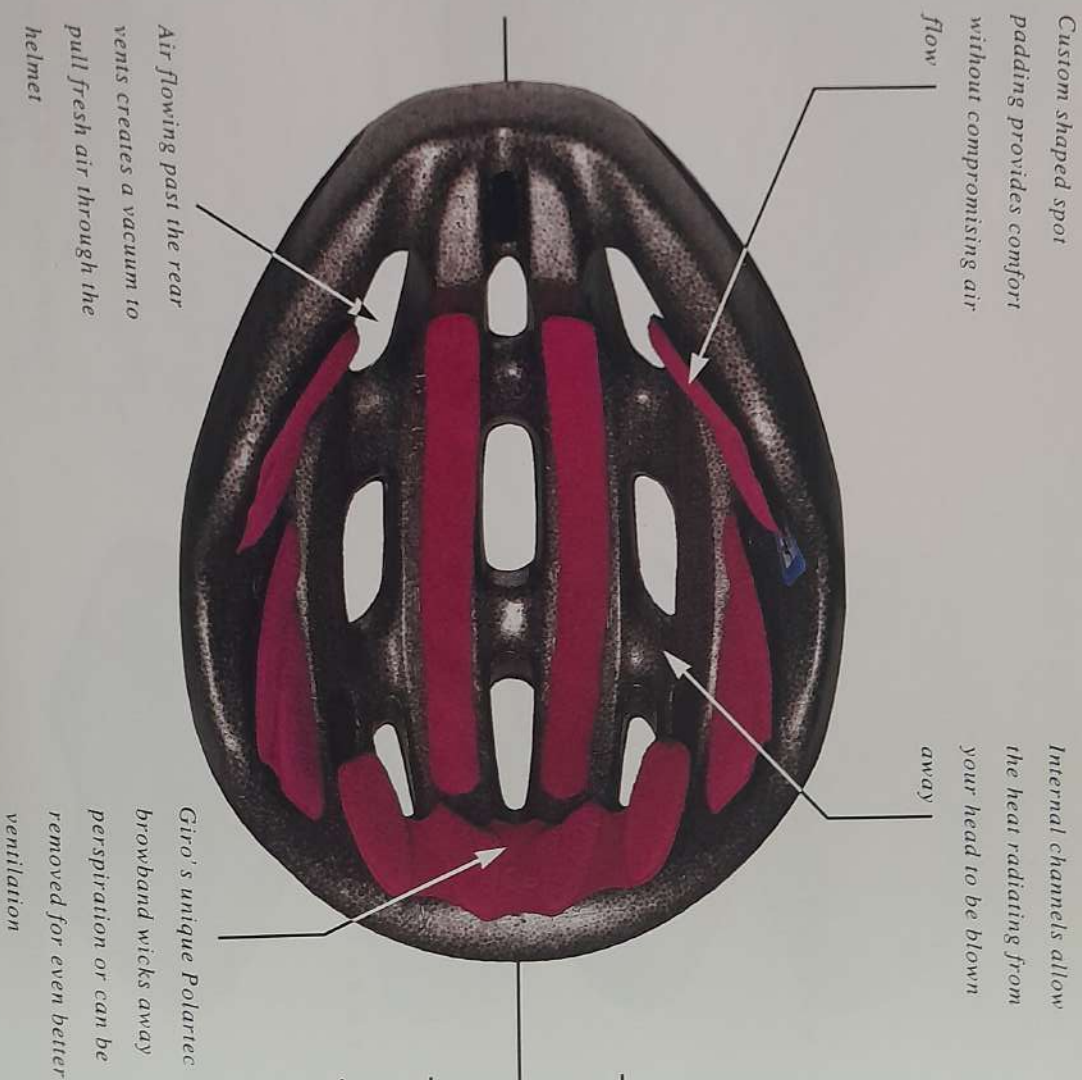
ROLL BAR

Giro's Roll Bar provides internal reinforcement with the same flex-tough nylon material as the original Roll Cage. The new design accommodates the larger vent configurations of the Ventoux, Air Blast, and Terramoto helmets.

SUPERCool ENGINEERING

Supercool Engineering

Giro's R&D team used data collected from our revolutionary Terminator testing device and feedback from professional cyclists to create the best ventilated helmets in the world. Supercool Engineering is what we call the ventilation systems designed into all Giro helmets. No detail is taken for granted. Every component of the helmet, including external vents, internal channels, and padding, works together to ensure that no matter how hot it gets you'll keep a cool head.



VENTOUX

DIABLO RED



ONCE YELLOW



PURPLE STORM



The Ventoux is the helmet of choice for competitive cyclists and multisport athletes worldwide including Tour de France Champion Greg LeMond, Ironman Mark Allen, and King of the Mountains Claudio Chiappucci. With 13 fine-tuned vents, internal air channels, and Polartec padding the Ventoux is the world's premiere racing helmet. Approximate weight (size XS): 8.75 ounces.

- 6 Super Fit sizes: 2XS - XL
- Removable brow-band
- Flexible Roll Bar for internal reinforcement
- Snell B-90 and ANSI Z90.4 approved

INDIGO



AIR BLAST

ARCTIC WHITE



BERRY



Designed in conjunction with the Ventoux, the Air Blast is the ideal helmet for the serious cyclist. The 1994 Air Blast has been updated to weigh less than the '93 model. Exciting new colors and graphics give it winning style and a sleek look. Approximate weight (size XS): 9.25 ounces.

6 Super Fit sizes:
2XS - XL

9 Supercool
vents

Flexible Roll Bar
for internal
reinforcement

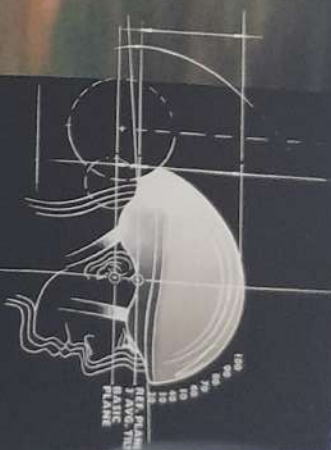
Snell B-90 and
ANSI Z90.4
approved

CROSS TERRAIN

For cross-town and cross-terrain cycling, Giro offers the versatile new Express™, the Mudshaker™ for kids, and our classic Prolight Comp™ II.



Jack & Jessie Anderson
Photo: Jim Cummins



SUPER FIT SIZING

Giro used data collected by the International Standards Organization (ISO) to develop our Super Fit system: 6 sizes that accommodate 98% of all adult head shapes and measurements.

The Super Fit system is available on the new Express and Terramoto helmets as well as the Ventoux and Air Blast. Compare Giro's 6 sizes with most other brands which are available in only 2 - 4 sizes.

EXPRESS

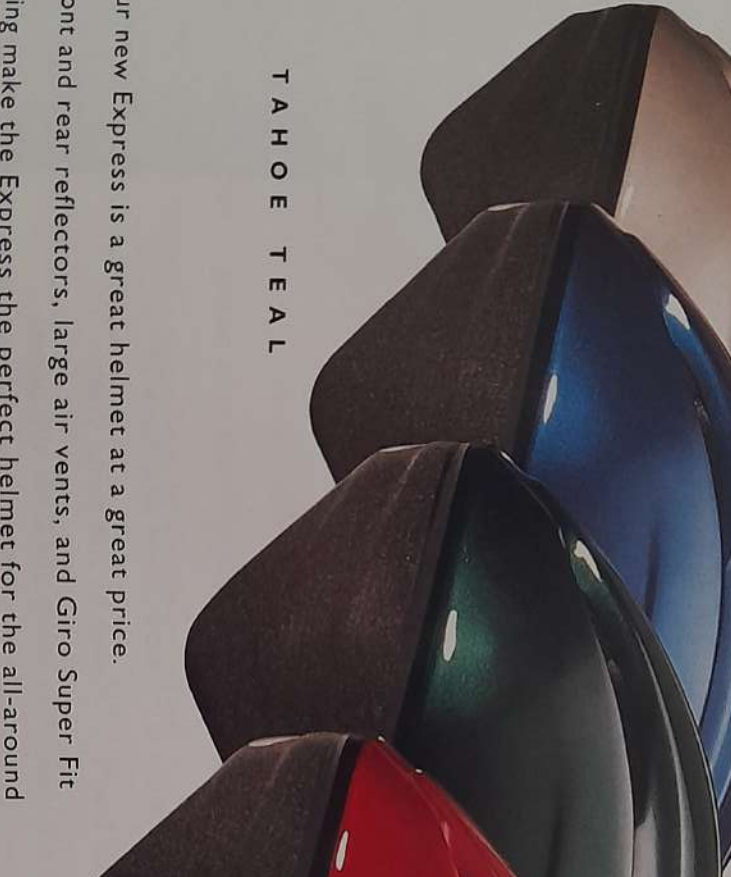
SAND



EMERALD



TAHOE TEAL



Our new Express is a great helmet at a great price. Front and rear reflectors, large air vents, and Giro Super Fit sizing make the Express the perfect helmet for the all-around cyclist. Approximate weight (size XS): 9 ounces.

RED PEPPER



- 6 Super Fit sizes: 2XS - XL
- 6 oversized vents
- Bright safety reflectors
- Snell B-90 and ANSI Z90.4 approved

PROLIGHT COMP II

WHITE



BLUE



RED



The Prolight Comp™ II offers Giro's classic fit and style to the entry level cyclist. Don't be fooled by the great price - this helmet features a durable Hardbody shell, no slip adjustment, and Giro's Roll Cage technology. Approximate weight (size XS): 9.75 ounces.

6 Sizes: XS - 2XL

9 external vents

Flexible Roll

Cage for internal reinforcement

Snell B-90 and ANSI Z90.4 approved

SAFETY TESTING AND RESEARCH

Snell and ANSI test the shock absorption qualities of helmets by dropping them onto 2 different shaped anvils and measuring the resulting acceleration transmitted to a headform. In order for a helmet to be certified by Snell or ANSI it may not transmit more than 300 G's during these test sequences. It is believed that unprotected cycling crashes can produce peak accelerations in excess of 700 G's. Below are the results of a typical drop test of a Hammerhead SC helmet.



B A R N E Y B E R R Y

M U D S H A K E R



The new Mudshaker makes sure that wearing a helmet doesn't take the fun out of cruisin' on your bike. It was designed especially for kids ages 4 - 12, with the concerns of parents in mind. The Mudshaker features Giro fit, aerodynamic vents, front and rear reflectors, and great colors. Our Grow with Giro Trade-In program makes the Mudshaker a great deal. Approximate weight (size S): 8 ounces.

2 sizes in I - XS/S and M/L

\$10 Trade-in value

Bright safety reflectors

Snell B-90 and ANSI Z90.4 approved

Make it Fit!

Correct strap adjustment is an important helmet safety precaution for riders of all ages.



T O T A L L Y T E A L

BOTTLE ROCKETS ETC.

Our second generation waterbottle, the Bottlerocket™ II offers superior performance and great Giro style.



BOTTLE ROCKET II

The Bottlerocket II outperforms standard waterbottles with leakproof seals, a high flow-rate cap, and a wide mouth opening for easy filling and cleaning. Holds 23 ounces of your favorite drink and weighs the same as smaller capacity bottles. The Bottlerocket II is available in white or clear bottoms and 4 different cap colors: black, red, purple and teal.

ACCESSORIES

Giro Headband

Wear it when you're on the winner's podium or while sweating away on the wind trainer dreaming of standing on the winner's podium.



Sport Cap

With our popular sport cap you can wear a Giro off the bike too!



Tour Bag

Designed for our professional athletes, the Tour Bag™ is great for protecting important head-gear. Use it for carrying your helmet, glasses, and gloves. Tough nylon exterior with soft fleece lining, drawstring closure, and webbed handle with buckle.



Classic Watch

Giro's Classic Watch reminds you to make time for riding your bike! With a brushed stainless steel case, leather band, and subtle Giro logo this watch will always be timely.



BACK TO THE FUTURE

WE ARE PROUD TO SAY THAT IN 1993 GIRO WAS HONORED WITH SEVERAL PRESTIGIOUS AWARDS INCLUDING GERMANY'S RED DOT FOR THE HIGHEST DESIGN QUALITY, EUROPE'S ISO 9000 MANUFACTURING CERTIFICATION, AND INC. MAGAZINE'S LIST OF BEST COMPANIES FOR EMPLOYEES. IN ADDITION, ENTREPRENEUR OF THE YEAR IN A COMPETITION AND WHAT OTHER HELMET HAS BEEN ON MODERN ART? AWARDS ARE NICE, BUT WE BE JUDGED BY YOU. GIRO'S MISSION IS TO QUALITY CYCLING PRODUCTS. TO THIS END



Maurizio Fondriest races towards victory in the '93 Milan - San Remo

THE FUTURE THAT INCORPORATES A SEARCH CONTINUING COMMITMENT TO DESIGN INNOVATION, AND JIM HAS GONE "BACK TO THE GARAGE" WITH A DESIRE TO BRING OUR EXPERTISE TO OTHER CYCLING ACCESSORIES. GIRO IS RACING TOWARDS THE FUTURE; WE HOPE YOU'LL JOIN US FOR THE RIDE!

TION, JIM GENTES WAS CHOSEN AS THE TION SPONSORED BY ERNST & YOUNG. DISPLAY AT NEW YORK'S MUSEUM OF KNOW THAT ULTIMATELY OUR SUCCESS WILL IMPROVE YOUR LIFE WITH INNOVATIVE, HIGH WE HAVE ESTABLISHED A ROADMAP FOR FOR NEW TECHNOLOGIES AND MATERIALS, A

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Roc Loc - U.S. and Foreign patents pending.
Polartec is a trademark of Malden Mills