



## MAVIC NEUTRAL SUPPORT TO INCLUDE THE NEW COMETE ULTIMATE HELMET, WITH MIPS TECHNOLOGY, IN WORLD TOUR RACES

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**DURING THE ICONIC THREE-WEEK WORLD TOUR RACE IN JULY, MAVIC WILL SUPPLY RIDERS WITH THE NEW COMETE ULTIMATE MIPS HELMET FOR THE MOST BELOVED PROFESSIONAL RACING EVENT IN FRANCE.**

MIPS, the premier brain safety technology company, is proud to partner with legendary French brand, Mavic, for the most iconic three week World Tour race in France. Mavic will supply official medial staff with Comete Ultimate MIPS helmets. Complete with the patented MIPS Brain Protection System, designed to reduce rotational motion transferred to the brain from

angled impacts to the head, the helmets will be available as replacements for riders involved in a crash. The new Comete Ultimate MIPS helmet combines the ground-breaking benefits of MIPS with the newest evolution in helmet foam construction, EPS4D. With a completely new shape that is exceptionally aero, a new “no-fuss” AutoFit strap management system and LiveFit padding for ultimate comfort, you have a helmet that is aero, cool and extremely advanced in its ability to cope with an impact.

“It is only natural that we would extend the ethos of our neutral support to include helmets,” says Chad Moore,



Brand Manager at Mavic. “Our R+D team combined the benefits of EPS4D foam construction with the outstanding benefits of MIPS to bring something truly special in terms of rider safety in the case of an impact. Working with MIPS to develop a game changing system was an insightful project that has resulted in protecting the world’s most demanding cyclists.”

Be on the lookout for the Mavic Comet Ultimate MIPS helmet throughout the month of July.

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*“MIPS was created to protect the brains of as many people as possible and we knew the best way to do this was to be a crucial technology ingredient in helmet design,” says Johan Thiel, CEO of MIPS. “By partnering with Mavic, not only to make the Comet Ultimate an even greater road helmet, but also to be part of their neutral support program to replace damaged helmets for tour riders, we can help protect more athletes more often.”*

**ABOUT MAVIC**

Mavic is a French manufacturer of wheel-tyre systems, pedals, helmets, shoes and apparel, designed for riding road, MTB, triathlon and track, which came into being in 1889. Today, with over one hundred years of experience, Mavic continues to stride forward into the future. More than 300 people help the famous yellow brand to progress - with a real passion for the sport of cycling.

**ABOUT MIPS**

MIPS is a world-leader in helmet-based safety and the protection of the human brain. Based on an ingredient brand business-model, MIPS Brain Protection System (BPS) is found in helmets around the world and across multiple market categories. The BPS solution, which is patented in all relevant markets, is based on 20 years of research and development together with the Royal Institute of Technology and the Karolinska Institute, both located in Stockholm, Sweden.

MIPS headquarters is in Stockholm with 25 employees engaged in research and development, sales, marketing and administration. Its product and technology test facility is also in the same location. Production and manufacturing operations take place at sub-contractor facilities.