



## MIPS ARE PROUD TO PROTECT ALMOST HALF OF THE PRO PELOTON

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**DURING THE ICONIC THREE-WEEK WORLD TOUR RACE IN JULY, MIPS WILL OUTFIT NEARLY HALF THE COMPETING TEAMS FOR THE MOST BELOVED PROFESSIONAL RACING EVENT IN FRANCE.**

MIPS, the world leading brain safety technology company, is proud to announce that nearly half the competing teams at the World Tour will wear MIPS-equipped helmets for added safety. The MIPS patented Brain Protection System (BPS) is designed to reduce rotational motion transferred to the brain from angled impacts to the head, keeping both casual and professional riders safe.

Established in the world of neuroscience with over 20 years of research, the first MIPS-equipped helmet was released on the market in 2004. The brand reached four brands by 2011,

and by 2015, MIPS had sold more than a million MIPS BPS units to 28 helmet brands. The exponential increase in customers continues and MIPS now works with over 60 helmet brands across numerous disciplines. In fact, 44 of those brands and 204 helmet models are just in cycling alone.

“We at MIPS are committed to offering the best in brain safety protection,” says Johan Thiel, CEO of MIPS. “With over 20 years of research, testing, and development, we’re so proud to see the response to and respect for brain safety. The pro teams have always led the way in performance, and now they are also doing it in safety.”

Be on the lookout for MIPS-equipped helmets on racers throughout the month of July.

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### **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.