



MIPS BRAIN PROTECTION SYSTEM NOW AVAILABLE IN ALL SPECIALIZED HELMET MODELS

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With the announcement of a deeper, comprehensive partnership with Specialized Bicycles, MIPS will now be available in all models, all categories, worldwide - starting now.

MIPS, the world leading brain safety technology company, can now be found in all Specialized bicycle helmets worldwide, thanks to an expanded partnership with helmet manufacturer. The Multi-Directional Impact Protection System (MIPS)-patented Brain Protection System (BPS) is designed to reduce rotational motion transferred to the brain from angled impacts to the head. All this to keep riders safe - from youth riders on their first bikes to the elite in the pro peloton.

Previously only in three Specialized road models starting in 2016, MIPS will soon be found in 15

Specialized helmet models across all disciplines and categories, including youth helmets.

“At Specialized, we are committed to innovation at all levels of cycling,” says Specialized founder and CEO Mike Sinyard. “By partnering with MIPS, our Specialized helmets will now offer greater protection for riders.”

Established in the world of neuroscience with over 20 years of research, the first MIPS-equipped helmet was released on the market in 2007. 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 more than 60 helmet brands across numerous disciplines. Of those, 45 are in cycling alone.



Previously, MIPS was typically found at premium price points in limited models within a helmet product line. Nowadays, MIPS can be found in helmets across all skill levels, ages, and cycling disciplines.

“Our main goal with MIPS is to work with helmet brands, not compete with them. As a partner, as an ingredient in other brands’ products, we could protect far more people than by doing it alone,” says Johan Thiel, CEO of MIPS. “With this partnership with Specialized, we’re seeing the true value of that approach as we bring the MIPS solution to more cycling helmets than ever

before, delivering protection built on 20+ years of research, testing, and development.”

Recently, MIPS helmets took top ratings at a Virginia Tech study ranking helmets by criteria rather than a simple pass/fail to an older standard. Top six helmets in the ranking which received top ratings for safety were MIPS-equipped models.

MIPS-equipped helmets are now available globally online from manufacturers, in local cycling shops, and in larger retail outlets where speciality cycling products are sold.

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ABOUT SPECIALIZED

Specialized was founded in 1974 by riders for riders. Based in Northern California, we focus on the rider’s need for functional and technically advanced products that provide a performance benefit. Visit: www.specialized.com

ABOUT MIPS

MIPS specializes in helmet-based safety and protection of the brain. Based on an ingredient brand model, MIPS Brain Protection System (BPS) is sold to the global helmet industry. MIPS solutions are patented in all relevant markets and are based on more than 20 years of research and development together with the Royal Institute of Technology and the Karolinska Institute in Stockholm, Sweden. MIPS is the world leader in this field.

The company’s headquarters, with 26 employees in research and development, sales, marketing and administration is located in Stockholm together with the test facility. For more information, visit mipsprotection.com.