



## **Troy Lee Designs will feature MIPS Brain Protection System in all new helmets**

**Safety is a top priority at Troy Lee Design and MIPS. Moving forward, Troy Lee Designs will feature MIPS in all new helmets, across their Moto and Bike lines.**

MIPS, has teamed up with Troy Lee Designs (TLD) to bring additional brain protection to racers around the world, starting with a new line of motocross helmets. Troy Lee Designs takes great pride and is an industry leader in helmet design, replacing conventional ideas with out-of-the-box thinking while maintaining a strong emphasis on safety "For The World's Fastest Racers."

"I strive to always bring the best to motocross riders, and the best means state-of-the-art safety technology. MIPS elevates Troy Lee Designs to the next level of helmet safety in motocross," says Troy, Founder and Owner of Troy Lee Designs, "Safety is our Priority" he declares.

MIPS CEO, Johan Thiel, says of the partnership, "Bringing the latest in safety technology to the motocross world is our latest venture and collaborating with Troy Lee Designs was the perfect step."

When the gate dropped at the first Supercross race of the 2017 season, Anaheim 1, Team Troy Lee Designs/ Red Bull/ GoPro/ KTM riders Shane McElrath #38 and Mitchell Oldenburg #28 were wearing MIPS-equipped SE4 Carbon helmets. The TLD and MIPS partnership proved to be successful with McElrath taking the victory and Oldenburg just missing the podium with a fourth in the 250 main event.

"Having a super light helmet like the SE4 Carbon that packs so much safety is awesome," says rider Shane McElrath, #38 on the TLD/ Red Bull/ GoPro/ KTM team. "It's a game changer," adds new teammate Alex Martin #26. "What's most important to me and my career as a professional racer is to wear the best and safest helmet available."

MIPS is committed to raising awareness about head and brain protection. As part of that commitment, MIPS will be a sponsor of the Troy Lee Designs/ Red Bull/ GoPro/ KTM professional motocross team for the next three years.

The new SE4 helmet line is resonating with riders at all levels because safety and performance are built into every helmet in the line. Since "Safety Is Our Priority" at Troy Lee Designs, all SE4 helmets – Carbon, Composite and Polyacrylite – have: MIPS which has been proven to reduce rotational forces to the brain, additional EPS in the common impact zones (frontal, top and rear), a break-away visor and emergency release cheek pads. In addition to and never at the expense of safety, all SE4 helmets are designed for comfort and speed. Lightest is fastest and SE4 Carbon is one of the lightest motocross helmets available.

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**MIPS AB**

Källtorpsvägen 2  
183 71 Stockholm  
Sweden  
reg no 556609-0162

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## About MIPS

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

The company's headquarter with 20 employees in research and development, sales and administration is in Stockholm, where also the test facility is located. Production takes place at sub-contractors. For more information, [mipsprotection.com](http://mipsprotection.com).

## About Troy Lee Design

At Troy Lee Designs, we firmly believe in the power of design and technology. For over thirty years we've customized helmets "For the World's Fastest Racers," striving to provide them with products that withstand the rigors of professional racing. Troy Lee Designs takes great pride in the products we design and develop, replacing conventional ideas with out-of-the-box thinking. By addressing the demands of professional racers, we can deliver innovation to everyone. For more information, please visit [TroyLeeDesigns.com](http://TroyLeeDesigns.com).

### Press Contact US:

Mark Riedy  
TRUE Communications  
415 302 2923  
[mark@trueoverdrive.com](mailto:mark@trueoverdrive.com)

### Press Contact Europe:

Alvaro Susena  
Treativ  
46 705 31 81 12  
[alvaro@treativ.se](mailto:alvaro@treativ.se)

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### MIPS AB

Källtorpsvägen 2  
183 71 Stockholm  
Sweden  
reg no 556609-0162