

September 17, 2013

Safety Recall Notice

EXTRA SMALL AND SMALL SIZE STREET & STEEL BIG BORE MOTORCYCLE HALF-HELMET - RECALL NOTICE

Dear Valued Customer:

Subject: Recall of EXTRA SMALL and SMALL Size Street & Steel® Big Bore Motorcycle Half-Helmets Manufactured in December 2012

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act.

REASON FOR THIS VOLUNTARY RECALL

Cycle Gear, Inc. has decided that certain Extra Small and Small size Street & Steel® Big Bore motorcycle half-helmets manufactured in December 2012 do not comply with the impact attenuation requirements of Federal Motor Vehicle Safety Standard 218, "Motorcycle Helmets." In the event of a crash, the wearer may not be adequately protected, possibly resulting in injury. Therefore, Cycle Gear is recalling all Extra Small and Small size Street & Steel® Big Bore motorcycle half-helmets manufactured in December 2012.

WHAT CYCLE GEAR WILL DO

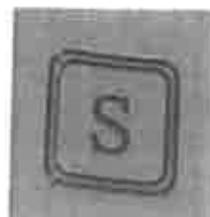
Cycle Gear will provide the owner of any affected helmet with

1. A replacement helmet of any model up to \$189.99 in retail value;
-OR-
A credit of \$189.99 towards purchase of another helmet of higher value;
-OR-
A full refund of the original purchase amount up to \$99.99 plus applicable tax.
2. In addition, owners will receive a \$25 Cycle Gear gift card towards a future purchase.

WHAT HELMET OWNERS SHOULD DO

First, you should ensure that your helmet is subject to this recall campaign, by looking inside the helmet and confirming the following:

1. The size label indicates size "XS" or "S", as depicted below; and



2. The warning label indicates the helmet model is "ST-229" and the production date is "2012.12," as depicted below.



If your helmet meets both criteria, you should return it to any Cycle Gear location. Alternatively, you may obtain a pre-paid UPS label for shipment of the helmet to Cycle Gear by calling 1-800-292-5343 or emailing customerservice@cyclegear.com. Upon receipt of the returned helmet, Cycle Gear will provide the owner of any affected helmet with a replacement helmet, a credit, or a refund as outlined above, and a \$25 Cycle Gear gift card. Please contact 1-800-292-5343 Monday through Friday, 6:00am through 6:00pm (PST) for helmet return instructions or any additional questions.

If you have any problems obtaining a replacement helmet from Cycle Gear, you can contact NHTSA at the address below:

Administrator
National Highway Traffic Safety Administration
1200 New Jersey Avenue, SE
Washington, DC 20590

Alternatively, you may call the DOT Safety Hotline toll-free at 1-888-327-4236 (TTY: 1-800-424-9153), or go to www.safecar.gov

Cycle Gear is committed to the quality of all products we sell and the safety of our customers. We sincerely apologize for any inconvenience this notification and voluntary recall may cause you.

Thank you for being a valuable Cycle Gear customer.

Sincerely,

Dave Bertram
CEO