



SERIOUS HEAD PROTECTION

FOR IMMEDIATE RELEASE

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Bell Racing Announces \$10,000 to Win Video Contest

Bell Racing USA LLC, the world's premier auto racing Helmet Company, is proud to announce, Through the Visor, a 2015 video contest that pays a \$10,000 grand prize to the driver who submits the winning video. Racers who participate in the contest will be encouraged to submit a video that highlights what drives them on the racetrack.

"The Through the Visor contest is a great way for Bell to connect with drivers that use our products and help support their commitment to the sport of racing," said Kyle Kietzmann, President of Bell Racing USA. "We want to know what drives our customers to pursue their passion for racing. We expect that the traits that drive racers to be successful are similar to what drives Bell to build innovative, industry leading products."

Bell will accept submit video submissions for the contest from April 1st, 2015 through July 15th, 2015. The contestant must be 13 years of age to submit a video. The video should be a maximum of 120 seconds in length. A panel of judges will determine the top ten video submissions and post the videos on the Through the Visor contest page. The public will have an opportunity to vote for their favorite video through the end of August, 2015. The winning video, determined by the voting process, will be announced in September 2015. Details of the contest are available at www.bellracing.com/throughthevisor.com.

In addition to the grand prize of \$10,000, the prize package includes an FIA8860 (\$3,500 value) for 2nd place, a GoPRO Hero4 Silver / Carbon SA helmet (\$1,500 value) for 3rd, a GoPRO Hero4 Silver / Pro Series helmet (\$1,000 value) for 4th and a Racer Series helmet (\$500 value) for 5th. All contestants who submit a video will receive a Bell t-shirt.

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Contest Disclaimer: NO PURCHASE NECESSARY. Purchase does not increase chances of winning. Must be a legal U.S. or Canadian resident, excluding Quebec, age 13 or older. Contest valid from April 1, 2015 to September 15, 2015. Limit one entry per person. See official contest rules at bellracing.com/throughthevisor. There are five prizes available with a total approximate retail value of \$16,500 USD. Odds of winning depend on quality and quantity of entries received. Void where prohibited. The sponsor of this contest is Bell Racing USA LLC, 301 Mercury Dr., Bay 8, Champaign, IL 61822.

Since 1954, more champions in all forms of motorsports have worn Bell than any other brand. Bell auto racing helmets are sold to professional and amateur drivers through a network of specialty safety equipment dealers and distributors, as well as individual retail customers. Bell Racing USA is located in Champaign, Illinois. Information on Bell Racing products is available at www.bellracing.com

Bell's products are designed and built to exceed industry specifications for helmets including standards developed and published by Snell, SFI and the FIA.