



SERIOUS HEAD PROTECTION

FOR IMMEDIATE RELEASE



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Bell Racing USA to add Lucas Oil Drag Racing Series events.

Bell Racing USA is proud to announce their commitment to Sportsman level racing by increasing contingency awards to include all of the LODRS events starting immediately. Contingency claims from the first few races of the LODRS season will be paid retroactively as well. To make a claim from the races that have already been completed please contact Bell racing USA's NHRA Program Manager Toby Hallett. Toby can be reached at 1-800-237-2700 or via email at thallett@bellracing.com.

Bell Racing USA will require every driver making a claim to have a current SA2010 or equivalent Snell rating, an advertising release, a W9 on file, and a Bell Helmets decal on both sides of the car at the start of eliminations.

Bell Racing USA will have a trackside product display presence at many of the LODRS events although a schedule has not yet been finalized.

"2014 marks the 60th Anniversary for Bell Helmets and we are excited that we can provide a new level of commitment to the Sportsman community" Stated Bell Racing USA's NHRA Program Manger Toby Hallett. "To provide our customers with superior customer service along with monetary awards for wearing a Bell Helmet is something that we have been working towards for a couple of years, The addition of this program and our trackside product display will help us to do just that."



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For more information about Bell Racing USA and to view a full line of Helmets and accessories please visit www.bellracing.com and for questions regarding the NHRA contingency program go to www.nhra.com

About Bell Racing USA

Bell Racing USA LLC, the world's premier auto racing Helmet Company, specializes in designing, developing, manufacturing and distributing auto racing helmets to professional and amateur drivers competing in the sport of auto racing and go karting.

The Bell legacy dates back to 1954 when the company was founded in a small auto parts store located in Bell, California by Roy Richter. A majority of the innovations in helmet technology including the first purpose built racing helmet, Snell certified helmet, full-face helmet, fire-retardant helmet, lightweight composite helmet and aerodynamic helmet were all pioneered by Bell.

Bell helmets have been worn and trusted by more champions, in all forms of racing, than any other helmet brand. The Bell name is synonymous with quality, innovation, safety, performance and engineering excellence.

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.

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