



*SERIOUS HEAD PROTECTION*

FOR IMMEDIATE RELEASE



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## **BELL RACING USA TO PARTNER WITH THE NDRL AND THE 2013 LETS GET DIRTY TOUR.**

Bell Racing USA is proud to announce that they have partnered with The National Dirt Racing League (NDRL) to become a Sponsor of the 2013 "Let's Get Dirty Tour". Bell Helmets will award the Champion of the 5 Race Series a Brand New Bell Racing USA GTX.2 helmet. In addition to the Champions helmet, Bell will be awarding a \$50 product certificate to the 5<sup>th</sup> place finisher at each race. To be eligible for the awards each driver must have a minimum of two 8" Bell Helmets decals on the car at the beginning of each event.

"We are excited to welcome our newest partner, Bell Helmets, and are pleased to have them as part of the National Dirt Racing League's 'Lets Get Dirty Tour'" said Series President Jason Shank. "Bell Helmets are one of the leaders in driver's safety, and to have their support will benefit the drivers as well as help us as we move into the 2013 season".

Bell Racing USA will have a trackside support display for the upcoming races at Paducah International Raceway on March 29<sup>th</sup> and at Federated Auto Parts Raceway in Pevely, MO on March 30<sup>th</sup>.

More information on Bell Racing USA can be found at [www.bellracing.com](http://www.bellracing.com) and The NDRL at [www.thendrl.com](http://www.thendrl.com)

### **About Bell Racing USA**

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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.