

Issued on behalf of and with the approval of Reevu

NEWS RELEASE

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ON YOUR BIKE BRINGS WORLD FIRST TO NORTHERN IRELAND

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The world's first rear view bicycle helmet is being launched in Northern Ireland this summer.

On Your Bike in Bangor is the first independent retailer in Northern Ireland to stock the innovative new helmet, which has a built-in unbreakable rear-view mirror allowing cyclists to see behind them as they ride without looking round. This is the first summer they have been on sale anywhere in the world.

The revolutionary new helmets, which have been designed and developed by Reevu in Co. Durham in the North East of England, are the first in the world to feature a built-in rear view system. Motor and Sport, which is Reevu's exclusive distributor in Northern Ireland, is now looking to speak to other dealers across Northern Ireland who are showing an interest in stocking the Reevu helmet.

The aim of the helmets, which are available for everyday cyclists, is to improve road safety for cyclists by preventing accidents. The two helmets, the LX, which retails for £49.95, and the DLX, which retails for £64.95, use a unique combination of reflective angles to 'bend' the images over the top of the wearer's head.

The rear-view mirror itself is made from ABS, which is much lighter and safer than glass or metal, and virtually unbreakable. The only maintenance required is to periodically rinse the helmet with warm water. The unique helmets possess all the usual safety features required from cycle helmets and are fully accredited by all UK road safety bodies.

The helmets, which took seven years to develop, are now available in 20 countries around the globe, and the company is in talks with a number of agencies to spread this distribution network to every major cycle market in the world.

Interest in the development is reflected by the number of hits the company has been receiving on its website, www.reevu.com. Since October 2002 Reevu has received over 3 million on line hits. The innovative British design is protected by strong patents, and the company believes it has the potential to sell up to 50,000 helmets in the UK every year.

Billy Morgan, Managing Director of Reevu, said: "The Reevu helmets are revolutionary. They are completely different from every other helmet on the market and I am confident that they will make the roads a safer place for cyclists in Northern Ireland and throughout the world. We are delighted at the support that we have received from independent bike retailers like On Your Bike and everyone at the company is looking forward to seeing how well the product is received by cyclists throughout the country.

Bryan Nicholl, owner of On Your Bike, said: "The Reevu helmets give cyclists a new perspective on what is taking place around them. It really is like having eyes in the back of your head when you are wearing one. People are becoming ever more safety conscious when it comes to cycling, and this is a new innovation, which I am sure will prove popular with people throughout Northern Ireland.

Journalists, photographers and camera crews are welcome to come to On Your Bike to take photographs and try out the new helmet at first hand. To arrange a visit please call Bryan Nicholl on 02891 270 288.

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Editors Notes:

*The Reevu unbreakable mirror is an integral optic system known as MROPS (Multiple Reflective Optic System). The optic system itself is made from bullet proof ABS, which is much lighter and safer than glass or metal, yet is virtually unbreakable.

Further details can be found on the Reevu website – www.reevu.com