

WORLD'S FIRST REAR VIEW CYCLE HELMET MAKES SWISS DEBUT.

Reevu Helmet at 2-Rad Messe, Zurich

Press Release.
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The only cycle helmet in the world that features a built-in rear view mirror is to go on display at 2-Rad Messe, Zurich in February.

The revolutionary helmet, designed and developed by the Reevu company in England, has taken the UK by storm, and is currently available in several other European countries. It will be going on sale in Switzerland within the next few weeks.

Billy Morgan, who invented the Reevu helmet, said:-
"Switzerland has a long and traditional cycling history. The country also places a high emphasis on safety, so it seems only sensible that we should make our helmet available throughout the country. We've had hundreds of enquiries from Swiss residents via our Internet site. We also know that several businessmen and tourists from Switzerland, have bought Reevu helmets while they've been in the UK."

Most clever inventions tend to look simple and are probably discovered accidentally. However, in the case of the Reevu rear view helmet, it really was accidental because it came about as a result of a real-life accident. The son of one of the inventor's colleagues was on his bike and followed the golden rule of cycling...namely...whenever you are about to make a manoeuvre, you must always look over your shoulder to check for traffic. But, as he glanced to the right, he hit a pothole in the road, wobbled, clipped the kerb and got catapulted onto the highway. So, Billy Morgan, who developed the idea, started to think about putting a rear view mirror into a cycle helmet.

It has taken seven years, but the helmet is now available.

Reevu has secured a worldwide patent on the rear view system. They've also made sure that the helmet meets European and USA safety standards.

How does it work?

The helmet features a unique built-in design that allows the rider a clear view of what's going on behind them. A special mirror system effectively bends the image over the top of the wearer's head. The final mirror is in the peak at the front of the helmet. The intention is that riders will continually glance up at the mirror to see what is going on behind them in much the same way as car drivers do, but of course continue to face in their direction of travel and avoid frequently turning to look over their shoulder.

The mirror is made from bulletproof polycarbonate material. This is much lighter than glass yet is virtually unbreakable, has a highly polished surface, is rigid and can be engineered to provide a clear image.

Obviously, the main purpose of a cycle helmet is to protect the wearer in the event of an accident...so...we've come up with a product that surpasses all safety requirements...but of course has the added benefit of a rear view mirror.

An extra benefit is that the channel that incorporates the mirror system has been specially designed to improve airflow over the top of the wearer's head.

Billy Morgan commented:-

"We're looking forward to visiting Zurich. The show has a great reputation for attracting Europe's leading cycling people. I know one thing for certain...Reevu will be the only company displaying a rear view cycle helmet."

The Reevu company is also busy adapting the rear view system into other helmets. The first development will be a motorbike helmet, due to be launched across Europe later this year.

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