



The world's first rear view helmet

## **PRESS RELEASE NORTH EAST INVENTION SET TO TAKE ON THE WORLD**

A North East invention is on the point of going global.

The World's first cycle helmet to feature a built-in rear view mirror has been so successful that the designers have been inundated.

Reevu, based at Willington near Durham City, launched their rear view helmet in September last year, but the company has been swamped with requests, not only to buy the helmet but also to sell it.

The product is aimed at improving road safety for cyclists, and the firm looks set to hit the jackpot later this year when it unveils a helmet designed specifically for motorbike riders. Both helmets feature a built-in design that allows the rider a clear view of what's behind them. A mirror system effectively bends the image over the top of the wearer's head. The intention is that riders will continually glance upwards into a small mirror to see what is going on behind them in much the same way as car drivers do, but of course continue to face ahead.

"I have to admit that we've been taken by surprise", said co-designer Billy Morgan. "We always knew that we had a great idea on our hands, but the response has been staggering. Obviously the sales are very encouraging, but we've been equally pleased by the number of requests from companies who want to sell our product and represent Reevu."

To date, Reevu has set up agencies around most European countries to sell the cycle helmet, but they're now spreading their wings.

"We've got most European countries covered, but we're now moving into India, Taiwan, Japan and Australia, " said Morgan. "However, the next big market will be the USA, which should come on stream in the next few months. We're recently been awarded a North American CPSC safety standard that gives us the go-ahead to sell our helmets in the USA. Hopefully, within the next twelve months, we'll be represented in every big market across the World."

As with most good inventions, the Reevu cycle helmet is a simple idea. The mirror system, made from bullet proof ABS, is built into the crest of the cycle helmet. This is much lighter than glass or metal yet is virtually unbreakable, has a highly polished surface, is rigid and can be engineered to provide a clear image. The only maintenance is to periodically rinse the helmet with warm water.

The channel that incorporates the mirror system has also been specially designed to improve airflow over the top of the wearer's head.

Billy Morgan commented:-

"The idea came about when a colleague's son fell off his bike while glancing over his shoulder before turning right. He wobbled, clipped the kerb and fell off. The obvious solution is to provide some method of keeping an eye on what's happening behind you, but that's not easy on a bicycle. Mirrors on handlebars tend to vibrate and distort;

they're easily broken and, when you turn the handlebars, the mirrors point in the wrong direction. So, we came up with the idea of putting a mirror inside a helmet.

This dramatically increases the level of road safety for cyclists. Although it can never replace the golden rule of always looking over your shoulder before manoeuvring, it does mean that riders can be fully aware of traffic approaching them while keeping their eyes on the road ahead."

The helmets range in price from £49.99 to £64.99 and are available from most cycle shops.

"We're proud to be a North East company, " added Morgan. "It's an invention that was born in the region, designed in the region and is now spreading the word of the North East worldwide."

For further details go to their website at [www.reevu.com](http://www.reevu.com)