



WHO ARE SHOEI?

Shoei, in its own words, is a company that was born in Japan and has grown up around the world. Used by the best racers in the world, Shoei helmets satisfy the needs of not only those on the track, but road riders in forty countries across the globe.

And, quite rightly, Shoei deems itself as being able to provide a premium helmet. And let's face

it, legends like Eddie Lawson, Wayne Rainey and Wayne Gardner, all racers in bikesport's golden era, entrusted their heads to Shoei helmets. If there is a better testimonial to a company's technical excellence, then it has yet to be found.

Shoei manufacture all of its products using the keywords quality and value. The company has used

these criteria ever since it began manufacturing helmets in January 1960.

It has been at the forefront of motorcycle helmet technology since that very day and continues to lead a very substantial field in terms of technical innovation and design.



First coverless visor system

Ventilation is one of the most important parts of any crash helmet. Shoei has more than 20 years' experience in designing ventilation systems, latterly using its very own wind tunnel, and is currently in the process of evolving its already very advanced system.

WHAT MAKES SHOEI HELMETS SO SPECIAL?

1

2 The outer shell (which bears the brunt of any impact) of Shoei's helmets uses FRP (fibre re-inforced polymer) materials. Although FRP manufacturing costs are relatively high because of the many different production steps, the use of modern and lightweight re-inforcing fibres make it possible to produce a very strong, yet lightweight shell. In contrast, thermoplastics used by other manufacturers are far too heavy.

Shoei only use FRP technology at its own sites and does not have mass production at sites in lots of different countries. Also, the firm developed its own AIM shaping process which ensures that Shoei is constantly improving strength, lightening weight and using state-of-the-art materials to bring quality and value to its customers and racers.



3

On the inside of each Shoei is the liner, a head's second line of defence against impact. It absorbs any leftover force the outer shell doesn't soak up, the liner is made from EPS (extended polystyrene) and Shoei ensure the most up-to-date materials and design techniques are used in its manufacture.

WHY BUY A SHOEI?

What is amazing even by today's standards is the pace at which Shoei became popular all over the world: starting in the late Sixties, Shoei's reputation as a top quality brand spread first over the US, then later all over Europe.

What is also amazing is that everybody who was ever involved in bikes can spell Shoei, in spite of the fact that they are a team of less than 500 people worldwide.

But what is most amazing, especially to a Western observer, is the dedication of our factory staff. Shoei manufactures all helmets (and all helmet parts) in Japan, even though manufacturing costs there have long since exceeded the level in many European countries.

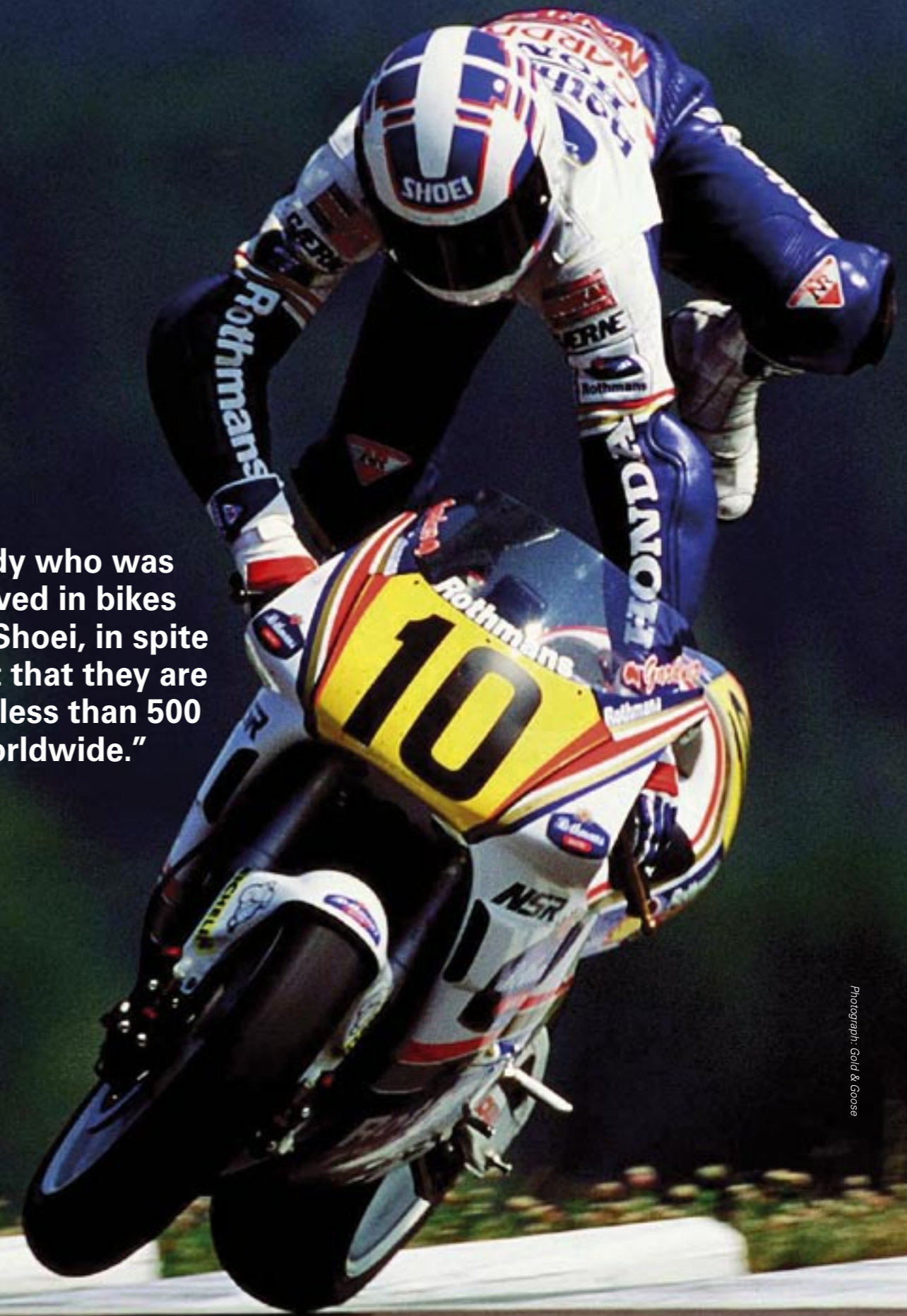
Why? Because the men and women in the factories take every single helmet as a personal challenge. Faulty products are

practically unheard of, as every single piece reflects the spirit, ambition and attention to detail that is so typical of Shoei.



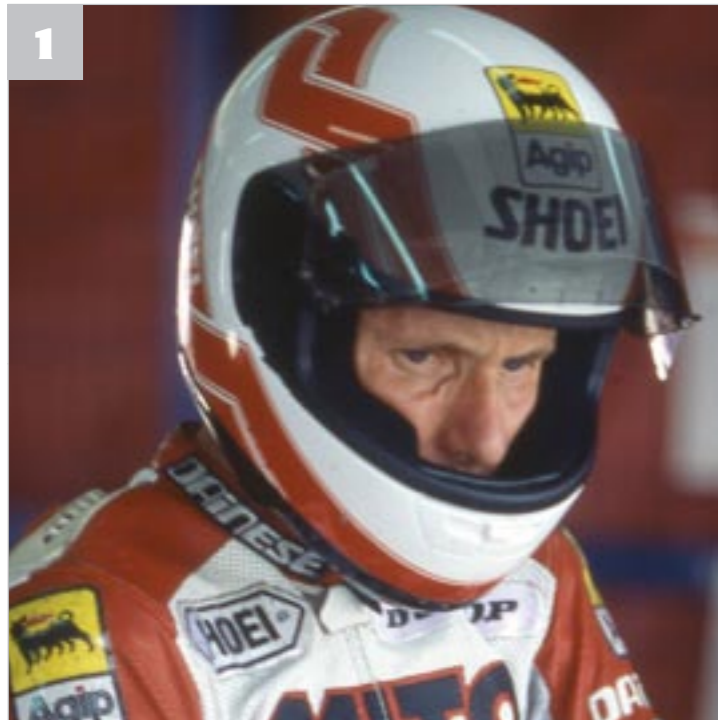
X-SPIRIT BYRNE See pages 8-9

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Photograph: Gold & Goose

Wayne Gardner at the 1990 Grand Prix of Czechoslovakia



1

ESTABLISHED AS A POLYESTER PROCESSOR. THE MAIN PRODUCTS OF THIS COMPANY ARE FUEL FILTERS FOR MOTORCYCLES WHICH ARE MADE OF GLASSFIBRE.

SHOEI KAKO CO., LTD. ESTABLISHED IN MARCH. TOKYO FACTORY (CLOSED IN MARCH 1993) OPENED TO START PRODUCTION OF A GENERAL-PURPOSE HELMET

1954 1959
1960 1967

MOTORCYCLE HELMET PRODUCTION STARTED IN JANUARY.

IBARAKI FACTORY OPENED IN AUGUST.

SHOEI EVOLUTION



2

1968 1986

SHOEI SAFETY HELMET CORPORATION ESTABLISHED.

GRV IS AWARDED FOR EXCELLENCE IN DESIGN AND IS THE FIRST HELMET TO USE CARBONFIBRE AND KEVLAR IN 1986 & 1987.

STATE OF THE ART IWATE FACTORY OPENED IN APRIL.

1989
1991

FIRST COVERLESS VISOR SYSTEM DEFINES EASE OF USE AND NOISE REDUCTION.



3 4



5

FIRST AND STILL THE ONLY TRUE DUAL LINER VENTILATION SYSTEM.

1992
1995 1998

NEW AERODYNAMIC DESIGN AND FURTHER IMPROVEMENTS IN VENTILATION.

CONTINUED IMPROVEMENT IN VENTILATION DESIGN INTRODUCTION OF REMOVABLE AND CUSTOM FIT INTERIOR.



6

2000

MOST ADVANCED HELMET EVER MADE (FIT, SHELL, VENTS).

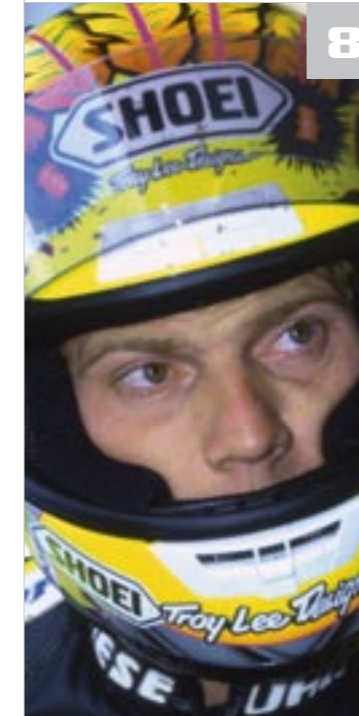
7



2003

INTRODUCTION OF SHOEI'S FLAGSHIP HELMET, THE X-SPIRIT - THE MOST ADVANCED HELMET IN THE WORLD.

8



2004
2005

INTRODUCTION OF XR-1000, THE MODEL FOR THE SPORTS-ORIENTED TOURING RIDER.

RAID2 LAUNCHED BRINGING SHOEI QUALITY, DESIGN AND INNOVATION FROM £200

- EDDIE LAWSON:** Four-times World 500cc Champion – 1984, 1986, 1988, 1989. Steady Eddie was the first man to win back-to-back titles in 1988 and 1989 while on different makes of race bike.
- YUKIO KAGAYAMA:** Suzuki factory test rider (all classes); British Superbike title contender. Kagayama is a highly-respected Suzuki test rider.
- JAMES HAYDON:** Factory World Superbike rider – 2003. James' helmet design is very popular in the UK and he has crash tested so many, it is a testament to Shoei's design and technology.
- WAYNE RAINEY:** Three-times World 500cc Champion – 1990, 1991, 1992. Careful, thoughtful, analytical. Rainey would have gone on to record a fourth world title had a crash at Mugello in 1993 not stopped him.
- JOHN KOCINSKI:** World 250cc Champion – 1990; World Superbike Champion – 1997. Always thought

to be an odd character, Kocinski also came from the Kenny Roberts' camp. A talented rider, he was twice a world champion.

- WAYNE GARDNER:** World 500cc Champion – 1987. Quite possibly the hardest man ever to race a motorcycle. When Gardner fell off, which was often, something so trivial as a broken wrist would not stop him racing the next day. Also responsible for the most famous crash picture in history.
- MICHAEL RUTTER:** Multiple TT and NW200 winner; British Superbike title contender. Michael is a softly-spoken Midlander with a rare talent for being able to ride the roads as well as the short circuits.
- SCOTT RUSSELL:** World Superbike Champion – 1993. Carl Fogarty's arch enemy. Russell sported the famous Screaming Chief Shoei right through his superbike career and then took it GP racing with Suzuki. The romance with the snarling 500s didn't last long.