



## **For Immediate Release**

### **Vega reaches out to the V-Twin/Cruiser rider with new boot models**

**SEATTLE, Wash., February 4, 2010** –Vega, the leader in quality helmets and riding gear at an affordable price, announces the availability of two new boot models designed specifically for the V-Twin and Cruiser rider. The Platoon and the Harness expand Vega’s existing line of boots, offering customers comfortable and protective footwear to match their personal style.

Vega’s new Platoon is an over-ankle boot with full leather upper and a sturdy, oil-resistant anti-slip lug sole. This supportive boot is made with a fully-lined comfort insole, padded tongue and collar, and hook and eye speed lacing to provide a snug and comfortable fit. A decorative buckle adds detailing to the over-instep leather strap with easy velcro closure. The Platoon is available in men’s sizes 8-13.

The Harness model is a traditional side-zip, slip-on boot with a leather strap and harness ring detail. This low-calf boot has an all leather upper and is fully lined with a padded insole for comfort. The sturdy sole is oil-resistant and anti-slip lugged. The classic Harness boot is available in men’s sizes 8-13 and ladies’ sizes 6-11. The ladies’ boot is crafted on a true ladies’ last for superior fit.

“We’re thrilled to provide our customers in the V-Twin and Cruiser market with footwear designed specifically for them,” said Jeanne DeMund, Vice-President of Vega Helmet. “As with all our products, we have created the Platoon and the Harness with functionality, comfort and style, while maintaining Vega’s hallmark value pricing,”

Both the Platoon and the Harness are offered at an MSRP of \$99.99.

#### **About Vega Helmet**

Vega Helmet is the exclusive importer and dealer-direct distributor of Vega motorcycle helmets, apparel and accessories. Founded in 1994, Vega specializes in highly competitive dealer pricing for feature-rich motorcycle helmets and related gear.

#### **Media Contact**

Elizabeth Dougherty  
Allegro Public Relations  
(206) 214-6360

###