

## **For immediate release**

### **Vega's new V-Tune helmet is harmonized just right for the street rider**

**SEATTLE, Wash., February 12, 2009** –Vega, the leader in quality helmets at an affordable price, announces the availability of V-Tune – it's most sophisticated helmet to date for the street riding enthusiast. Vega's V-Tune is a full-face helmet offering a built-in drop-down sun visor for seamless eye protection and a fully integrated Bluetooth communication system.

"We've listened to our customers and designed a helmet for 2009 to meet their needs for advanced communications and simple, one-touch operations," said Jeanne DeMund, Vice-President of Vega Helmet. "For those riders who demand the most out of their helmets, Vega is committed to providing them with a sought-after product that won't break the bank."

The new interior drop-down half shield is tinted to provide a quick and easy defense against the sun's glare, while the exterior clear shield offers a six-position, optically correct UV protection.

For smooth and reliable communication, the V-Tune is equipped with high fidelity earphones and a built-in Bluetooth receiver for compatible devices. The system is run on a long-lasting battery with 6-8 hours of use and up to 48 hours of standby time before recharging is needed.

Rider comfort is given top priority with channeled interior ventilation using chin, forehead and cheek vents, as well as a removable/washable comfort liner made from superior Wick-Dri fabric.

The V-Tune helmets are constructed with a specialty thermoplastic shell and come in six different sizes (XS-XXL). Riders can choose from solid colors of Black, Flat Black, Candy Red and Titanium, as well as the Rock On graphic in six different color options, including Pink.

As with all Vega helmets, the V-Tune meets or exceeds DOT safety standards. Suggested retail price for the V-Tune is \$229.99.

#### **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

Jeanne DeMund

keepdancing@comcast.net    jeannedemund@vegahelmet.com

206-214-6360