



IMPORTANT SAFETY RECALL NOTICE

NHTSA CAMPAIGN NUMBER: 14E-043

Notice date: September 22, 2014

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act.

Recall Description:

Helmet City, Inc. (HCI) has decided that certain **Model 100 size L, XL, and XXL motorcycle helmets manufactured in August 2012 (“recalled helmets”)** fail to conform to Federal Motor Vehicle Safety Standard No. 218, “Motorcycle Helmets.”

Number of Units Affected: 1,755

Hazard: In the event of a crash, the rider may be at an increased risk of head injury.

Notification Procedures:

HCI is providing this notice via mail to all US Distributors and Retailers who purchased these recalled helmets from HCI. HCI requests that all distributors and retailers that they use this notice format to notify their customers/consumers of the recall (within 7 days of receiving this notice from HCI) and to post this notice at the point of sale in their retail store (or on their website) for **90 days** from the date of this notice. Retailers should use whichever notification method is most likely to reach the consumer.

Remedy:

HCI will **REPLACE** the recalled helmet with a new similar helmet **FREE OF CHARGE**.

HCI requests that all retailers and distributors send any and all recalled helmets to HCI for an exchange at **NO CHARGE**. Please contact HCI at 1-888-550-3731 for an RMA number before shipping any recalled helmets or with any questions about this recall.

If HCI fails or is unable to remedy this defect without charge to consumers and within a reasonable time you may contact the Administrator, National Highway Traffic Safety Administration, 1200 New Jersey Avenue, SE., Washington, DC 20590, or call the toll-free Vehicle Safety Hotline at 1.888.327.4236 (TTY 1.800.424.9153), or go to <http://www.safercar.gov>.

HELMET CITY INC.

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