

# New products in the Lazer range

**September 1, 2019**

**With Eurobike around the corner, Lazer is proud to present new additions to the model year 2020 line-up. With new additions in all categories, Lazer expands the range with not less than 6 new models being presented at Eurobike.**

Come and see us on our booth in Hall B5 (B5-301) to have us guide you through our novelties and a world premiere at WorldTour level (under embargo).

*Be invited as well for our media drink on the first day of the show (Wednesday; 17:00 - 18:00) at the first floor of our booth. We'll be happy to pour you a special Belgian beer, toasting with you on our 100 years anniversary and our great future!*

## **LAZER GEKKO & LAZER LIL'GEKKO:**

Lazer will launch two brand new models within the kids range. These models are designed with safety, comfort and user friendliness in mind. Youngsters need the best possible protection when they take their bike to explore the world. The deep side and rear protection keeps the young ones safe for their rides on their first bikes or within child seats. The protective visor is integrated within the helmet in a stylish way and keeps sun out of the eyes. The unique and patented Lazer Autofit® Retention System automatically adjusts to the riders' head making the helmet quick and easy to fit, just put it on the head and let the Autofit do its magic. The Lazer Comfort Buckle connects under the ear to prevent chin pinches when fastening the strap. Plenty of vents ensure the helmet interior stays cool and comfortable. Lazer's Gekko and Lil'Gekko helmets will be available in versions with and without MIPS. To enhance the safety for kids the SRP upcharge for the MIPS version is limited to only € 10,-. Both helmets will be available from November in a wide range of colourful designs.

## **DETAILS**

Lazer Gekko Helmet

-Kids unisize (50-56cm)

-CE/ CPSC / AS certification

- Available acc: rechargeable LED light
- Weight: 300g (unisex)
- SRP: €49,95/\$49,95 (non-MIPS) / €59,95/\$59,95 (MIPS)

#### Lazer Lil'Gekko Helmet

- CE/ CPSC / AS certification
- Toddler unisex (46-50cm)
- Available acc. rechargeable LED light
- Weight: 280g (Unisex)
- SRP: €49,95/\$49,95 (non-MIPS) / €59,95/\$59,95 (MIPS)



#### **LAZER URBANIZE:**

The Lazer Urbanize is the perfect E-Bike helmet that also works great for city commuting! It combines raw looks and plenty of functional details with modern urban styling. The Lazer Urbanize supplies ultimate protection as it is certified for higher impact velocities according to the Dutch NTA standard for s-pedelecs. In addition, the integration of a low friction MIPS layer adds protection against rotational impact.

The panoramic magnetic panoramic lens snaps into place providing eye protection from wind and dirt. When not in use, it can easily be docked on the helmet. The magnetic buckle and premium leather straps ensure a quick fit and comfortable feel. The easy to adjust Advanced Turnfit System creates a snug and comfortable sizing adjustment with a quick turn of the rear mounted dial.

For increased visibility in lower light conditions, the helmet comes standard with an integrated rechargeable rear LED light. When popping the light out, the hole can be used to easily lock the helmet with the bike.

As many commuters go out in any weather condition, the Lazer Urbanize comes standard with a winter pack, containing ear covers and vent plugs that secure comfort even during the colder days. Looking cool and feeling comfortable has never been so easy.

## DETAILS

Fit System: Advanced Turnfit System

Ventilation: 6 Vents

Weight: 415g (M-CE)

Certification: CE-CPSC-AS

Sizes: S / M / L

SRP: €129,95/\$129,95 (non-MIPS) / €149,95/\$149,95 (MIPS)

Availability: November 2019



## **LAZER CAMELEON:**

Just like the animal, this helmet is at home everywhere! It will keep you safe on your commute, during short daily rides or on longer weekend rides. Sleek styling is combined with a distinct visor to make the look match your style.

Pavement, trail or gravel, the Lazer Cameleon is the perfect companion to keep you safe and secure. The Advanced Rollsys System® with an adjustable head basket is easy to use, extremely comfortable and ponytail friendly.

The integrated visor keeps the sun out of your eyes and 13 vents ensure that your head stays cool, allowing you go for longer, more comfortable rides. The Lazer Cameleon is designed to be fitted with an optional rechargeable rear LED light. Simply clip this into the helmet so you can light up the darkness and be seen clearly at night.

### **DETAILS**

Fit System: Advanced Rollsys System

Ventilation: 13 Vents

Weight: 265g (M-CE)

Certification: CE-CPSC-AS

Sizes: S / M / L

SRP: €69,95/\$69,95 (non-MIPS) / €89,95/\$89,95 (MIPS)

Availability: November 2019



## **LAZER LIZARD:**

The Lizard helmet is offering all a cycling helmet should offer: great protection, contemporary looks and Lazer's unique and patented Autofit fit system. This retention system eliminates fitting error by automatically creating even pressure around your head to ensure the helmet doesn't slip in the event of a crash.

For added safety, the helmet can be equipped with the optional integrated LED light. The fixed visor, solid colors and sporty style combine to provide the perfect helmet for city and urban use.

## **DETAILS**

Fit System: Autofit System

Ventilation: 12 Vents

Weight: 320g (M-CE)

Certification: CE-CPSC-AS

Sizes: S / M / L

SRP: €49,95/\$49,95 (non-MIPS) / €69,95/\$69,95 (MIPS)

Availability: November 2019



## **LAZER CHIRU:**

The Chiru helmet is your companion when you leave the beaten track. Wherever you roam it will have you covered and looking stylish. And you don't even have to break the bank.

The Chiru is Lazer's newest addition to its MTB range, offering top end performance at a great price! The color matched and fully integrated visor looks great and keeps sun out of the eyes and branches out of the face. 15 vents keep the interior cool on those long singletrack climbs. The TS+ retention system with Adjustable Head Basket allows for a secure and easy to adjust helmet and delivers a perfect fit for every ride.

## DETAILS

Fit System: TS+ System

Ventilation: 15 Vents

Weight: 305g (S-CE)

Certification: CE-CPSC-AS

Sizes: S / M / L

SRP: €49,95/\$49,95 (non-MIPS) / €69,95/\$69,95 (MIPS)

Availability: November 2019



## NOTES FOR EDITOR

**ABOUT LAZER:** Lazer is the world's oldest helmet company, having started out making old leather hairnets for Belgian hardmen racing steel bicycles over cobbled farm roads. Lazer's products are the result of 100 years of experience, passion and dedication. Lazer is always trying to create the perfect mix between design, comfort, safety and technology. This attitude has shaped Lazer into one of the most innovative helmet companies in the world.

Lazer designs bicycle helmets on its home soil in Belgium and markets these products globally, in almost every country, on every continent. Over the years, Lazer teamed up with some of the greatest champions the world has ever seen to create some of the most progressive products ever used! Today we continue the tradition of working with top athletes to create world-class products. Lazer stands for the passion of performance and the joy of riding.

**IMAGES:** <https://we.tl/t-105ZgxK5PC>