

New Snell M2020 Standard Premium Head Protection

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Helmet in 1950s



How to Choose among Today's Motorcycle Helmets?



Motorcycle Helmet Effectiveness

- NHTSA estimates that motorcycle helmet usage leads to:
 - 37% reduction of crash fatality
 - 67% prevention of brain injuries



Fact Check

- DOT Standard has not changed for more protection since 1974.
- Snell Standards Update Every 5 Years.



Current M2015 Standard



New M2020 Standard Effective October 1, 2019



Newer Helmets and Greater Protection

- The effectiveness of helmet has increased from 29% between 1982-1987 to 37% between 1993-2002. (NHTSA reports)
- Tougher Snell Standards
- DOT Standard Unchanged
- Better Designs and Materials



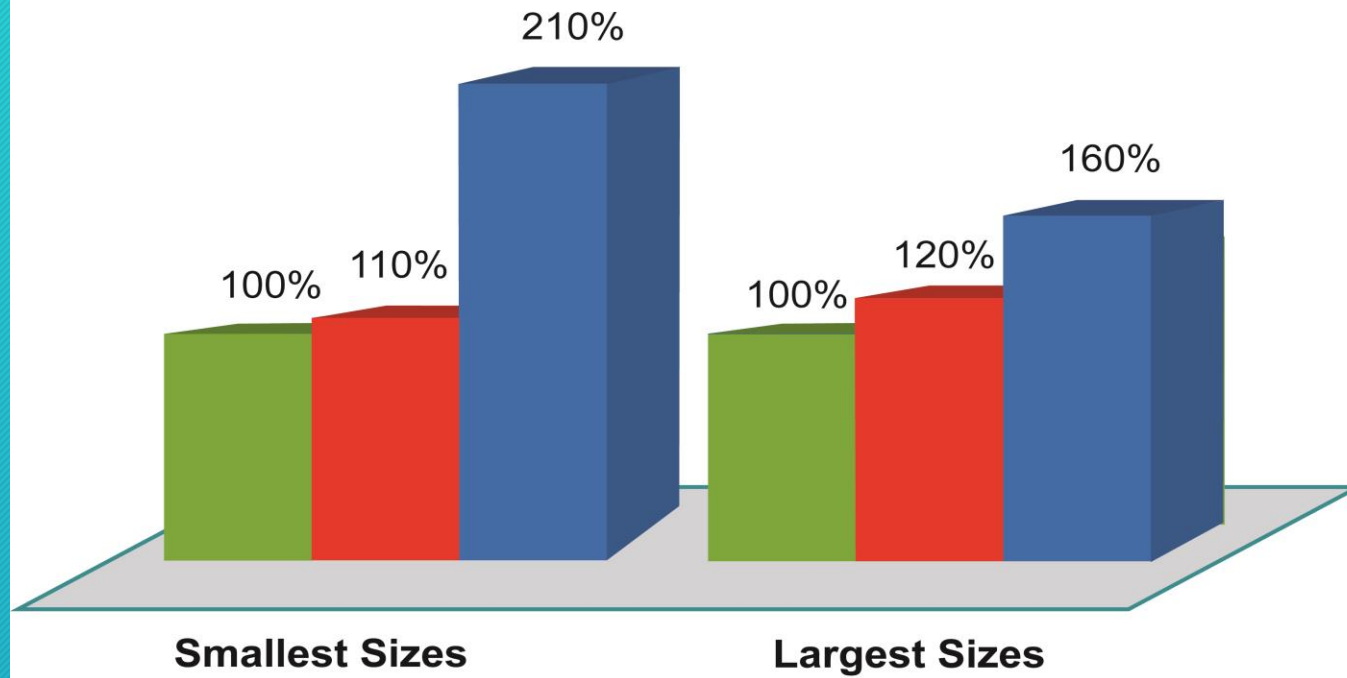
Snell Motorcycle Helmet Standards



Impact Energy Management

as a percentage of ECE demands

ECE **DOT** **SNELL**



Snell Means Premium Protection.
DOT and ECE are Minimum Requirement.

Impact Energy Management

Medium Size Helmets

ECE 22.05 (45%)

DOT (51%)

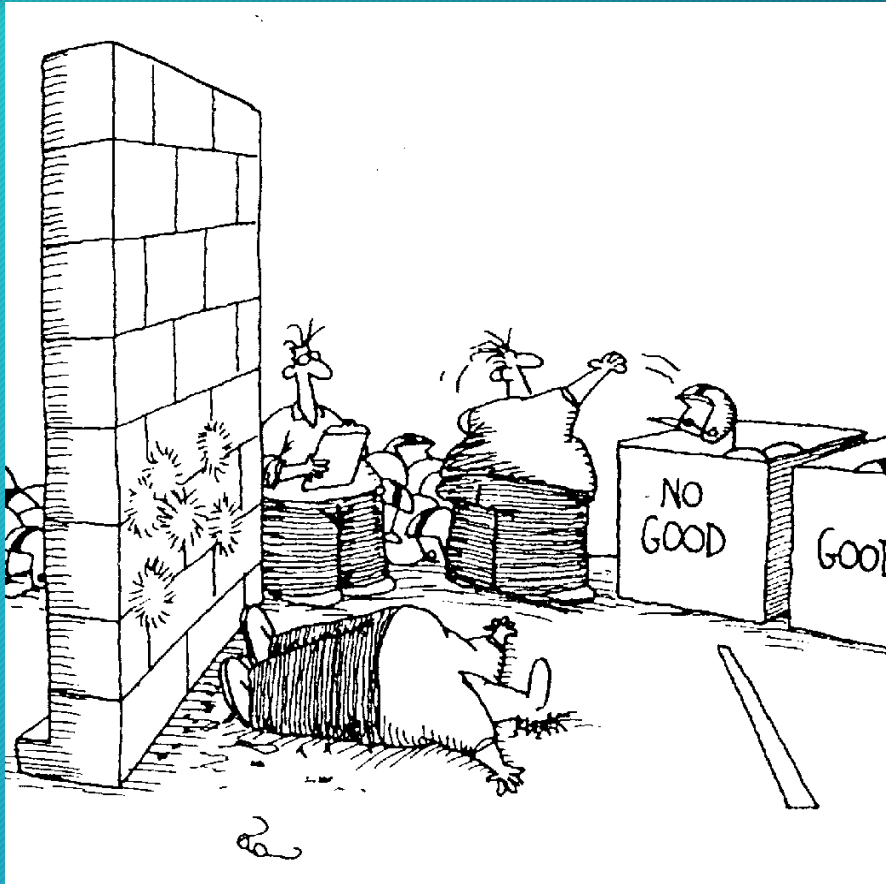
SNELL (100%)



Effectiveness of Standards

- Standards = Documents
- Effectiveness of standards depend on
 - * Strict and independent certification
 - * Enforceable compliance
 - * Experience and competence
- Testing and More Testing

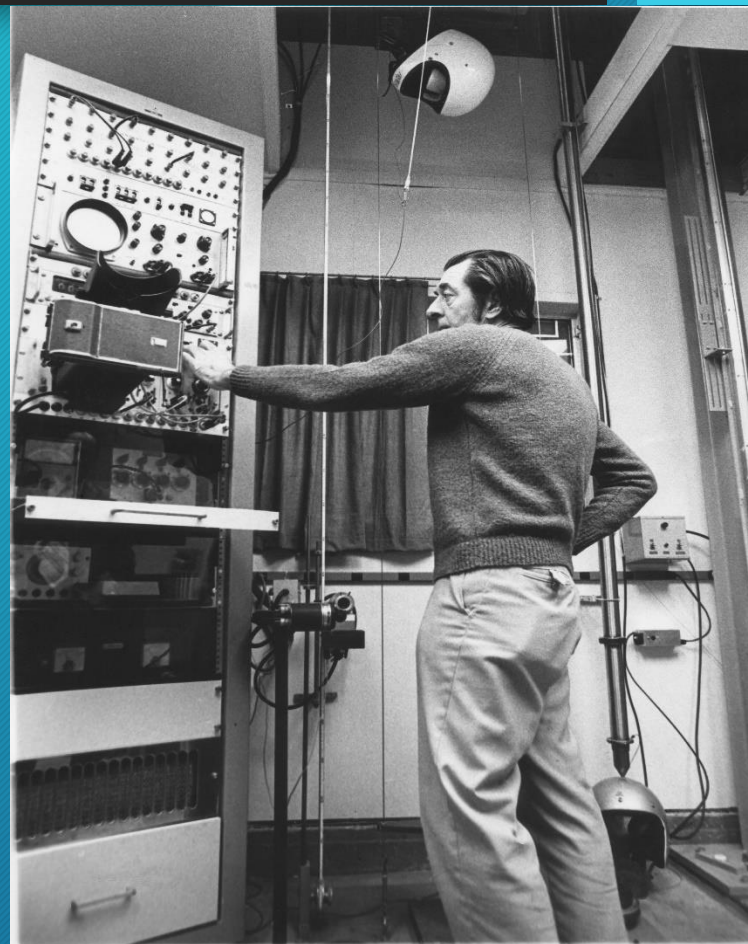
Not how Snell tests helmet



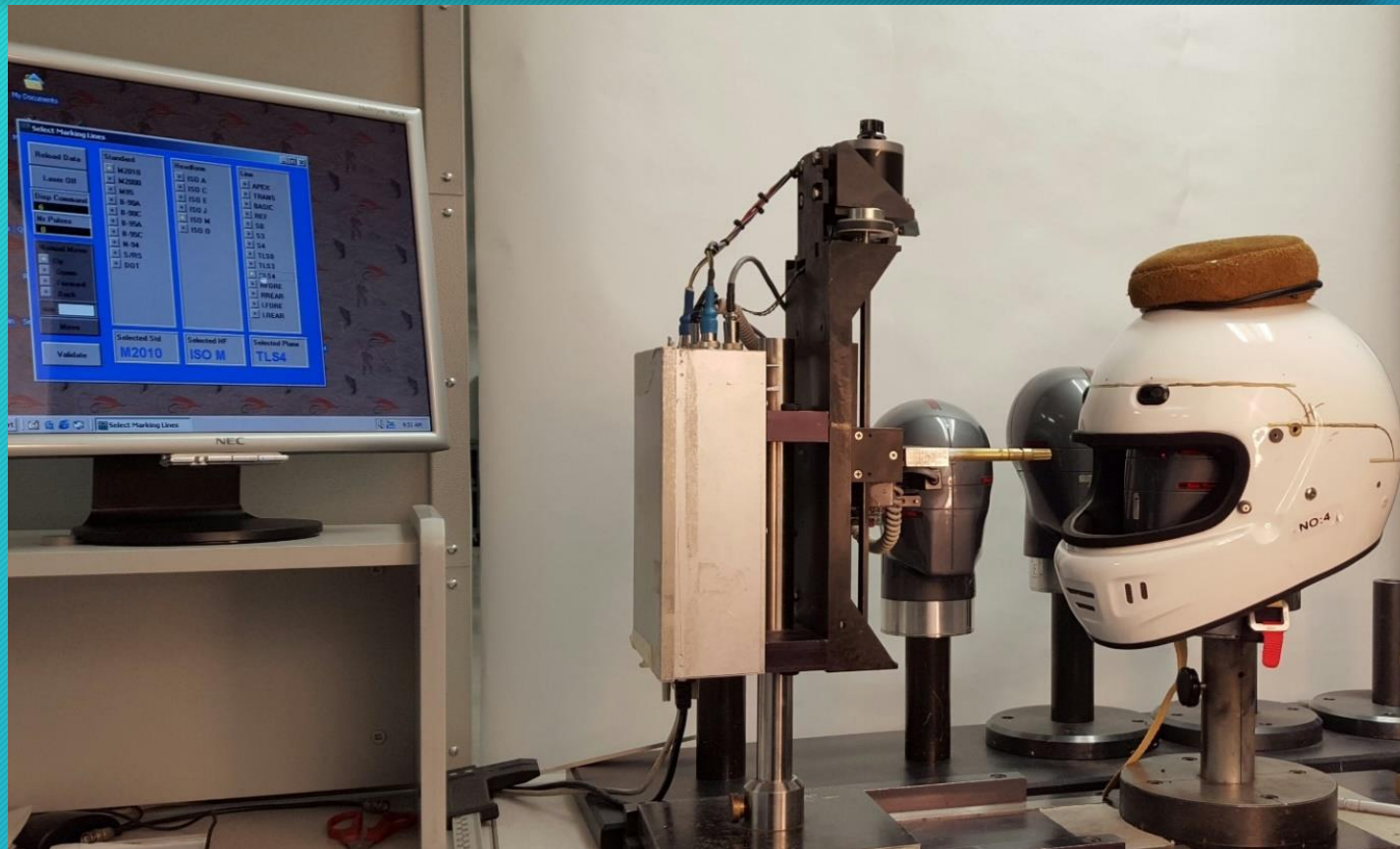
Oldest Snell Testing Photo



Snell Lab in Early 1960s



Snell Test Lab Today



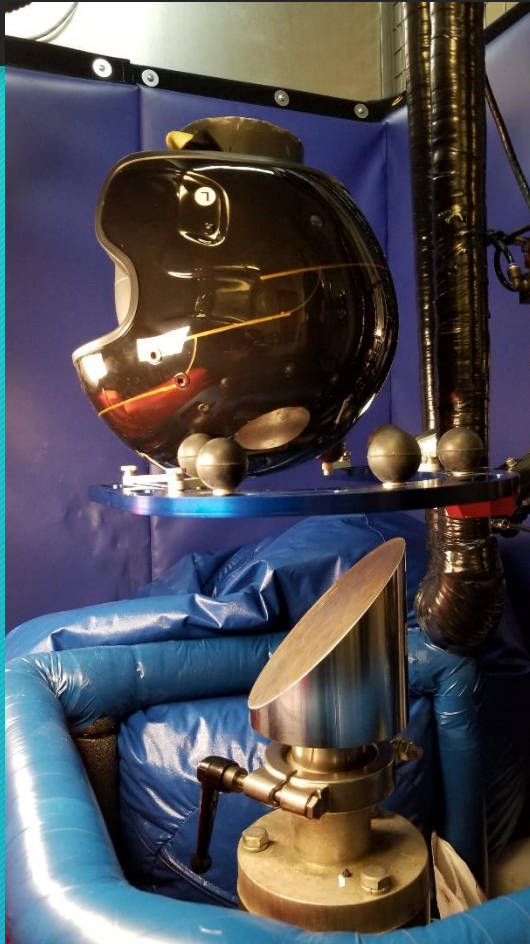
Scientifically Valid & Repeatable Test



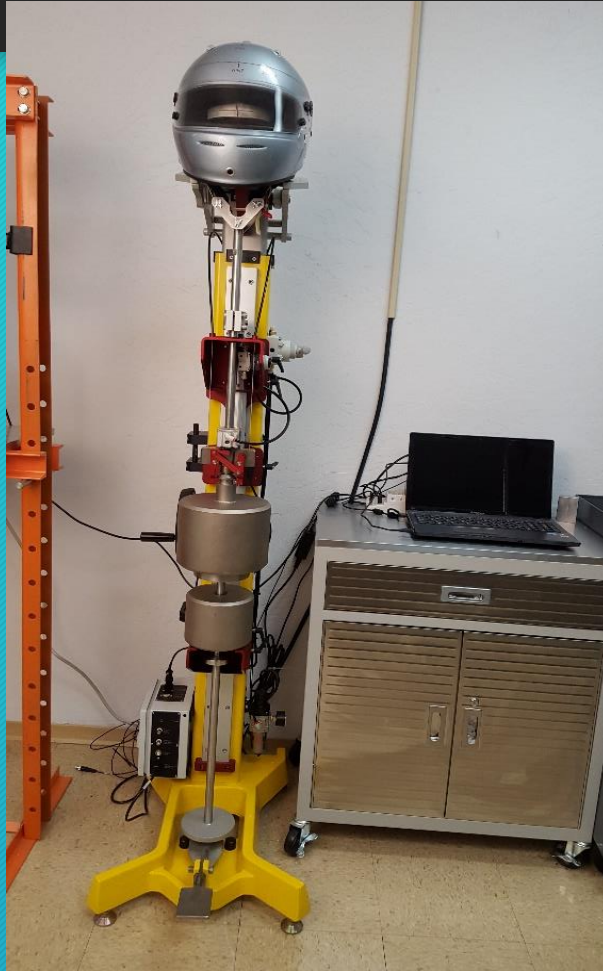
Snell Impact Test



Wireless Head Form for Rotational Impact Test



Snell Retention Test



Snell Penetration Test



Roll-off Test



Snell Face Shield Test



Some fail tests.



Experience and Expertise

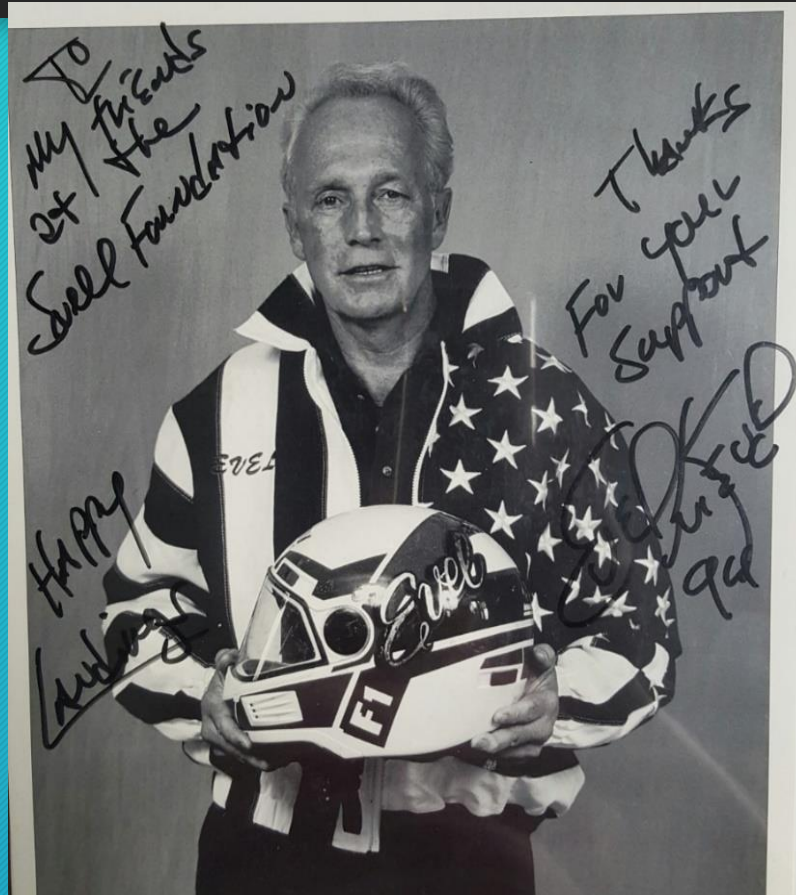


Snell Tests For Public Safety

- Snell Web Site Helmet List
- Updates Each Day
- Certified Helmets by Name and Size
- Decertified Helmets Noted



Snell Helmets Save Lives.



Austin Dillon Walking Away from 2015 Crash NASCAR Daytona Finish



Helmet Fit Research

- Well-fitted helmets protect better.
- Dr. Amy McIntosh reported in 2012 that children with help fitting a helmet had concussions reduced by 41%.



Shell Spreads the Load. Liner Foam = More Braking Time



Snell's Mission

- Evidence Based Helmet Standards
- Premium Protective Helmets
- Injury Prevention Education



We Don't Make Helmet.
We Make helmets Safer.



Helmet Dos and Don'ts

- Replace every 5 years.
- Fasten chin strap.
- Clean with only soap and water.
- Do not cut or alter the helmet liner.
- Do not put helmet near hot muffler or engine.
- Do not place helmet atop mirror or handle bar.



More Information

- Videos in Snell Youtube Channel
 - How Helmet Works to Protect the Brain
 - Why Helmet Standards Matter
 - Snell Lab Tour
- Snell Facebook/Twitter
- Call Snell Lab and Office: 916-331-5073



Last Words

- Riders have no direct indicators of helmet protective capability
- Riders can look for indirect indicators (e.g.: a serialized Snell sticker)
- There are reasonably foreseeable crashes that will exceed a helmet's protective capabilities.
- In serious crashes riders need all the impact management capability a helmet can offer.
- www.smf.org 916-331-5073 for more info

