



EOX

A NEW DAWN FOR RUROC



10:00 - 10:30 - Welcome, Brand Intro & History
10:30 - 10:45 - HQ Facility Tour
10:45 - 12:00 - EOX Unveiled & Q&A
12:00 - 12:15 - EOX Fitment Session & Open Floor
12:15 - 13:30 - Lunch & Stunts
13:00 - 14:30 - Open floor

RRUROC[®]

EOX



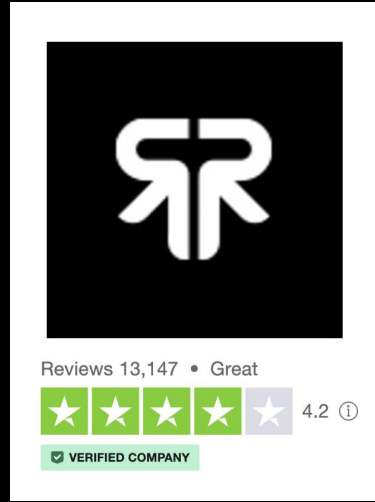
WELCOME TO RUROC HQ

PAUL SMYTHE
CEO

RUROC'S COMING OF AGE



Global
Operations



Quality
Control



Customer
Service



Community
Brand



OUR STORY



2008

THE BIRTH OF AN ICON...

SECTION A-A





2011

RUROC TAKES TO THE TRACK



RUROC



2015

RIDE BEYOND THE MOUNTAINS

RUROC



Evan Poole

I have been waiting for this!! Been wanting one for so long, DOT approved would be amazing! You guys rock!!

8 y Like Reply

2017

...

Tanner Eslinger
YES!! Please DOT approve them! Then I will get one for sure!

8 y Like

Dean Gleaton
I've been waiting for a DOT SNELL approved Ruroc to buy a bike again. That day has come 🙏

6 y Like Reply Edited

Daniel Musk
Would be so cool to have a Ruroc lid for a bike.

7 y Like Reply

Mike Recker
Pleaseee! I've been waiting to get one.. this is why! Imagine how many will buy and love them, just from being DOT approved!

Jesse Deschamps
Once they are dot approved I would grab a couple for sure !!! If y'all wanna be my secret Santa and send me one. I won't say no 😊

8 y Like Reply

Andy Davies
Been waiting years for you to get DOT approval!

8 y Like Reply

Jon Hamlin
The moment this happens, I will be one of the first in line! A road racetrack helmet would be nice!

8 y Like Reply

Morgan Keirstead
If they where DOT approved I'd sell the rest of my helmets and buy a couple of these 🙏

8 y Like Reply Edited

Tony Lossing
I would buy one for me my wife and my two kids for snowmobiles dirtbikes and quads!!!! Please make them D.O.T. legal

8 y Like Reply

Bryan Beulin
I'd love to see DOT approved. Love the helmets I own already.

8 y Like Reply

Rob DuBroc
Please bring us DOT!

8 y Like Reply

Tom Brunet
Would definitely buy a DOT one!!

8 y Like Reply

Ben Risinger IV
Waiting for the DOT stamp then Florida will see the first-ever on the street

8 y Like Reply

Alexander Lau
YES! I would love to wear a Ruroc as my motorcycle helmet!

8 y Like Reply

Mateusz Klos
Im still waiting for a motorcycle helmet made by you 😊

6 y Like Reply

Mason Palmer
Make them DOT approved! ASAP!!!!

8 y Like Reply

Healey Shawn
I've been saying since you launched. DOT would be awesome!

8 y Like Reply

Jonathan Reid
DOT DOT DOT DOT. do it do it

8 y Like Reply

Evan Poole
I have been waiting for this!! Been wanting one for so long, DOT approved would be amazing! You guys rock!!

8 y Like Reply

Matthew Walsh
I have been wanting to buy one for the sled but they aren't DOT approved! Awesome looking helmets! Please make them DOT approved!!!!

8 y Like Reply

Calvin Osborn
Need these DOT approved! I will pick one up soon as you do.

8 y Like Reply

Richard Smout
Can't wait fingers crossed its the motorbike approved one 🙏

6 y Like Reply

Adam Hayes
HELL YES PLEASE!!! Most definitely get them DOT approved!!

8 y Like Reply Edited

Jacob Allen
Yes dot approved would be fucking ledge !!

8 y Like Reply

Andrew Malliw
Get it DOT approved and I'll take one!

8 y Like Reply

Kevin Brittan
I have literally emailed Ruroc like 5 times about this helmet! I'm so pumped and I can't wait!!!

6 y Like Reply

Eric Chan
DOT approved would be awesome would buy one just because you're helmets are awesome 😊

8 y Like Reply

Nathan Lowy
DOT approved would be awesome!

8 y Like Reply

Erik Menathey
I would buy a couple if they were DOT approved

8 y Like Reply

Paul Mckern
DOT for motorcycles!

8 y Like Reply

David M. Butler
yes...DOT approval would be awesome.. Get Er done Ruroc

8 y Like Reply

Jeffrey David
Dot or ECE would be awesome

8 y Like Reply

Austin Lei Rodriguez
Ruroc helmets would make a good DOT approved helmet. I feel that they would be a template for future street bike, MX helmet styles. I would definitely be an investor for cruising my Honda Rebel.

8 y Like Reply

Logan Cress
Do it, DOT, and SNELL, I'll buy one of each color

8 y Like Reply

Austin Strayer
I would buy one if they were DOT approved!!!

8 y Like Reply

Sean Cornine
If you made a motorcycle set up I'd buy one

8 y Like Reply

Chase Scannell
Dot and snell approved would be amazing

8 y Like Reply

James Brosious
The day you make them dot approved is the day I order one! I've been waiting since you guys first came out with them!

8 y Like Reply

Lance Brunet
Soooo 10k likes yup think you guys should DOT them helmets up!

8 y Like Reply

Carlos Delrio
Ruroc you guys need to come up with a redesigned, super bad ass, light weight motorcycle helmet. I'd buy one! 😊

7 y Like Reply



2017

'PROJECT DOT' BEGINS...

RUROc



2019
ATLAS
IS BORN.

RURUC



2020

ATLAS 2.0

ARUOC



2021

ATLAS 3.0



2022

ATLAS 4.0

THE NEW STANDARD FOR SAFETY

RRUROC®



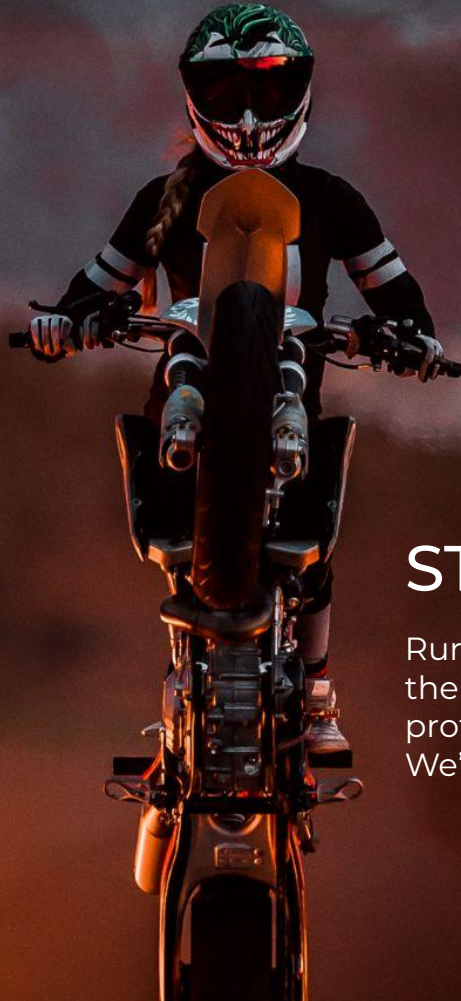
2024

THE NEW DAWN IS HERE..

RRUROC[®]



WHAT MAKES US UNIQUE?



STAND OUT, RIDE OUT.

Ruroc was designed to disrupt. To rip up the rule book and redefine what rider protection could be. We're here to take over, not just take part.

RUROC



DIRECT TO RIDER

Our direct-to-rider model allows us to know our community better than anyone else in the market. This infinite feedback loop allows us to design and develop our products, our brand and our experiences for the riders.



A GLOBAL COMMUNITY

We're in it for the thrill, and so is our community.
Intense sensations are what drives us.





ART MEETS SCIENCE

We aim not just to create helmet 'designs', but pieces of intricate artwork generated by our in-house team of artists and illustrators.



EOX

THE ALL-NEW
FOX

DEFINING A NEW WAY FOR BLIND
APRIL 24 - 10:00 (LIVE ON THE)





EYOS

(ee-yos)

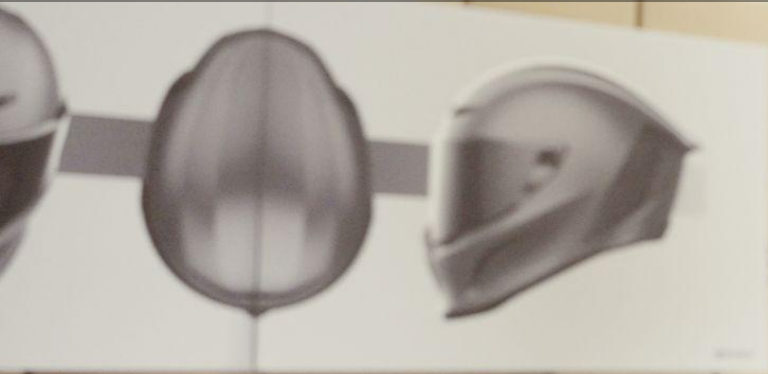
The personification and goddess of the dawn in Greek mythology. Each day she rides her two-horse chariot, heralding the breaking of the new day

RRUROC[®]

EYOS

DEVELOPED WITH OVER 150,000 RIDERS

Co-developed with our community, EOX redefines the iconic RuRoC design to deliver ultimate safety, performance, and comfort



RuRoC

EOX



NEXT-GENERATION SAFETY

EOX packs next-gen impact-protection technologies to deliver first class results in both ECE 22.06 and DOT certifications.

RURUC

EOX



SCULPTED FOR SPEED & STABILITY

EOX redefines Ruroc's iconic style into a new shape sculpted for optimal aerodynamic performance.

RUROC

EOX

SEAMLESS CONNECTIVITY
WITH



EOX seamlessly integrates the all-new Shockwave Mesh, powered by Cardo. Now you can connect to 15 friends up to 1.6km (1 mile) away.

 RuRoC[®]

 EOX

COMFORTABLY OUR BEST FIT...EVER

With 3 shell sizes optimised to offer maximum protection in a minimum profile, and 2 options of cheek pads, EOX guarantees the perfect fit for you.



RR RUROC

EOX

DESIGN AND DEVELOPMENT



TURNING AN IDEA INTO A REALITY

This meant reflecting and asking the big questions ...

- Who are we?
- Why do we do this?
- Who are we doing it for?
- and ultimately **“What should this product be?”**

And by answering these questions we can start to define.



DESIGN PROCESS OVERVIEW

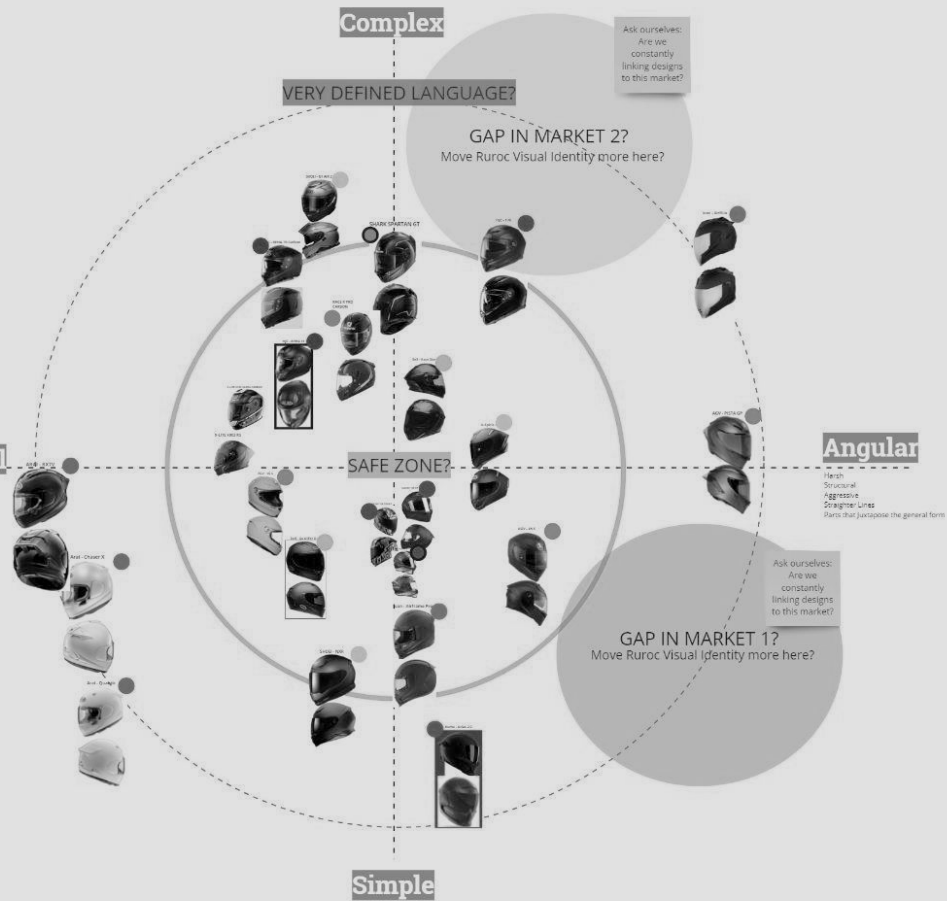
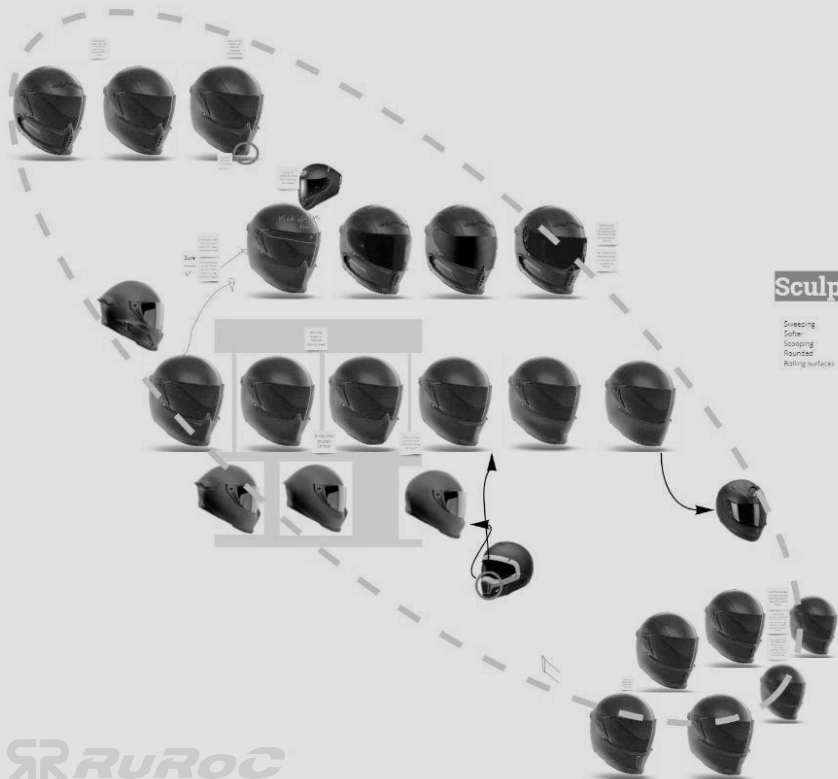
This happens per part per product



DEFINE → IDEATE → CONCEPT DEVELOP → PROTOTYPE → TEST → REFINE → TEST → DFM

'That's a RUROC'

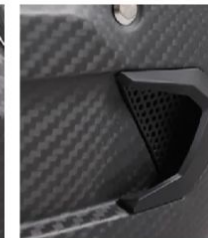
DEFINE



LEVELS OF EMPHASIS

We knew which features we wanted to add

We needed to decide which visual elements to keep



VISUAL THEMES

Updated visual theme sprint. This holds any ideation in the next stage accountable and gives us confidence in development.

GRAVITY PULL



"I know its form, straight"



"How do I get all the main text?"

HYPER HERO



"I didn't know Linda was that"

DEPTH OF LAYERS



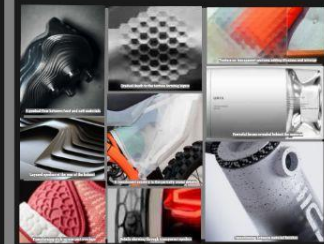
STRONG FOCAL POINTS

Systemic use of the product reveals that detail & strength and confidence about the complex shape of the feature



READY FOR SUPERHERO LANDINGS

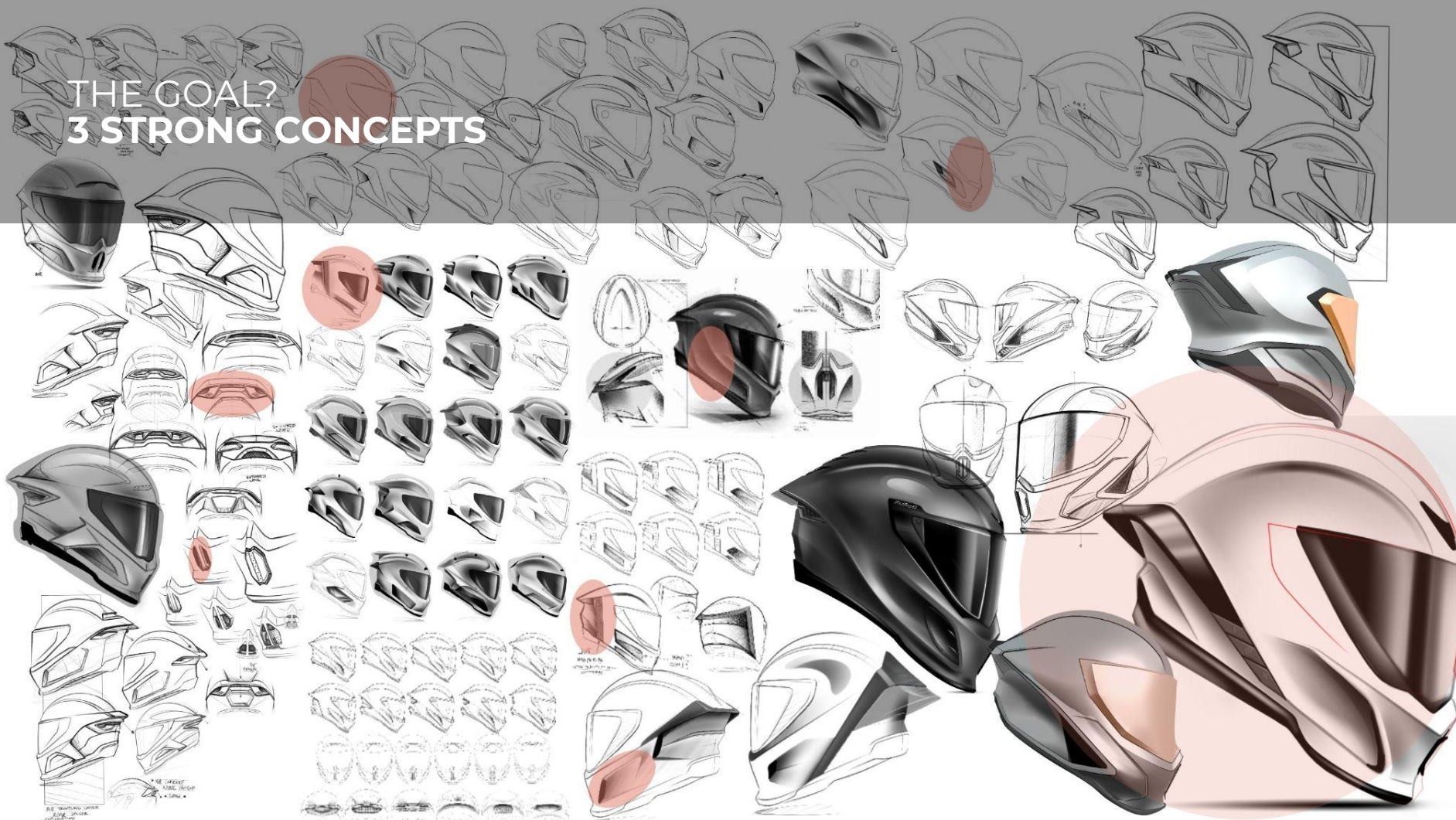
Complex, purposeful shapes, intertwined together with craft & care between parts that feel composed as a whole



TELLING AN INTERESTING STORY

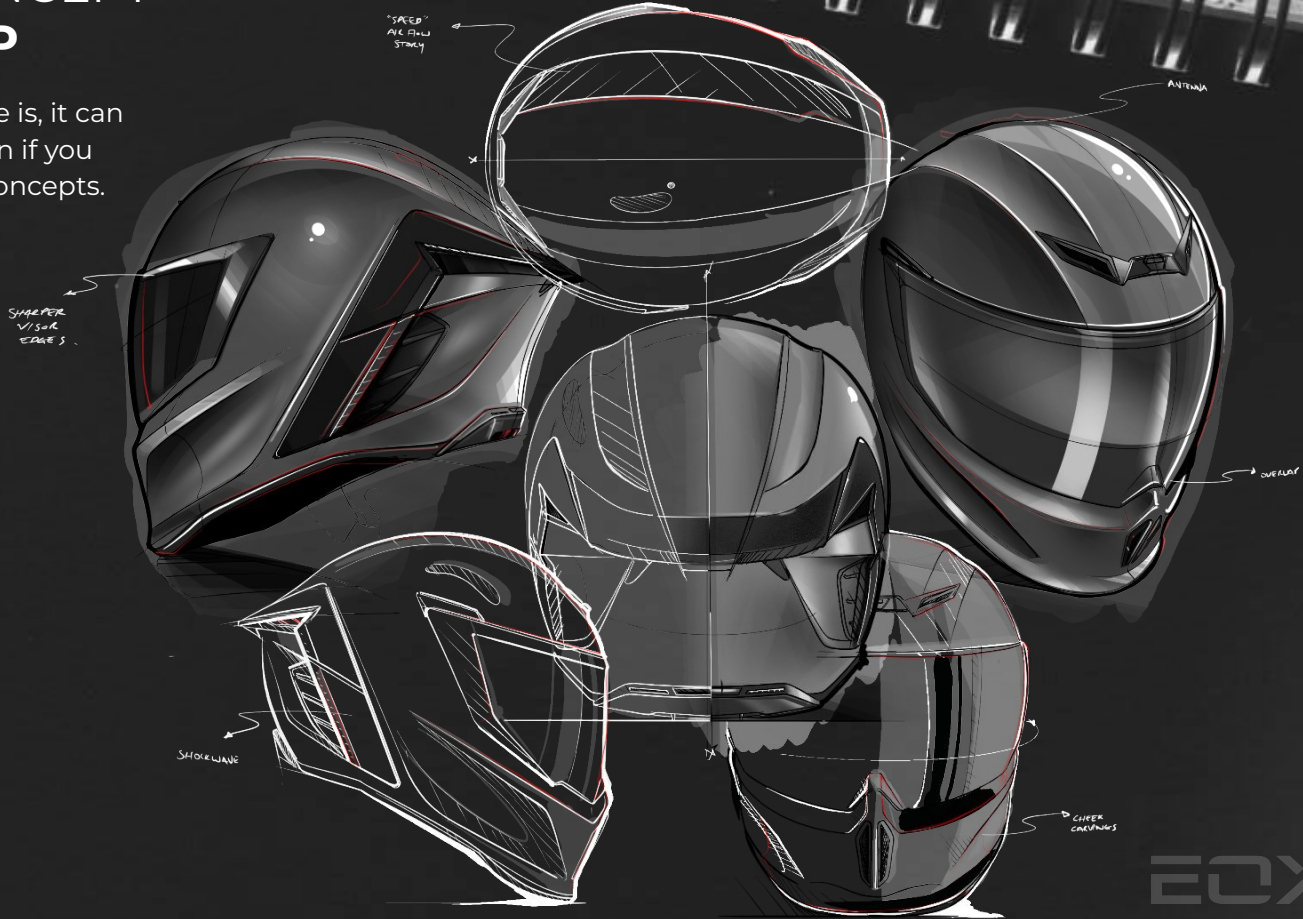
Revealing materials partially reveal a depth of design details & a gradual overlapping transition between color material used & fabric

THE GOAL?
3 STRONG CONCEPTS



CHOSEN CONCEPT TO DEVELOP

As exciting as this stage is, it can be difficult to lock down if you have multiple strong concepts.



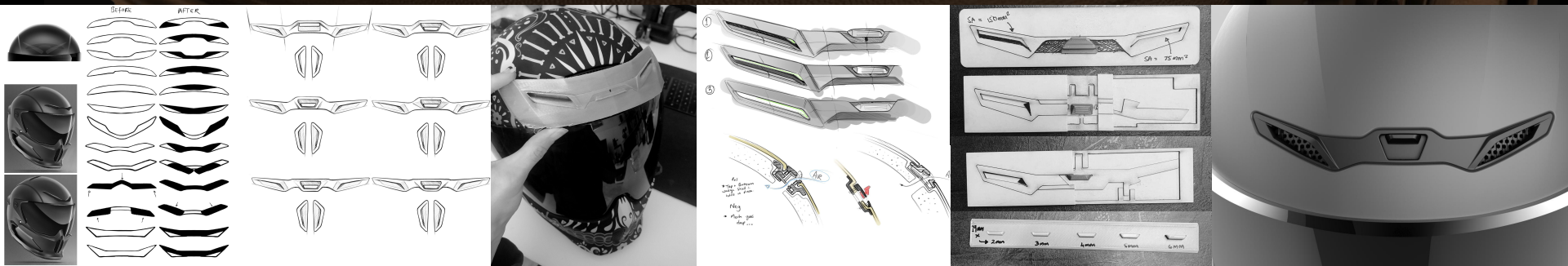
TOOLBOX

Any good design process constantly thinks of the next stage. How do we push the aesthetic evolution of the product but stay within the rules...



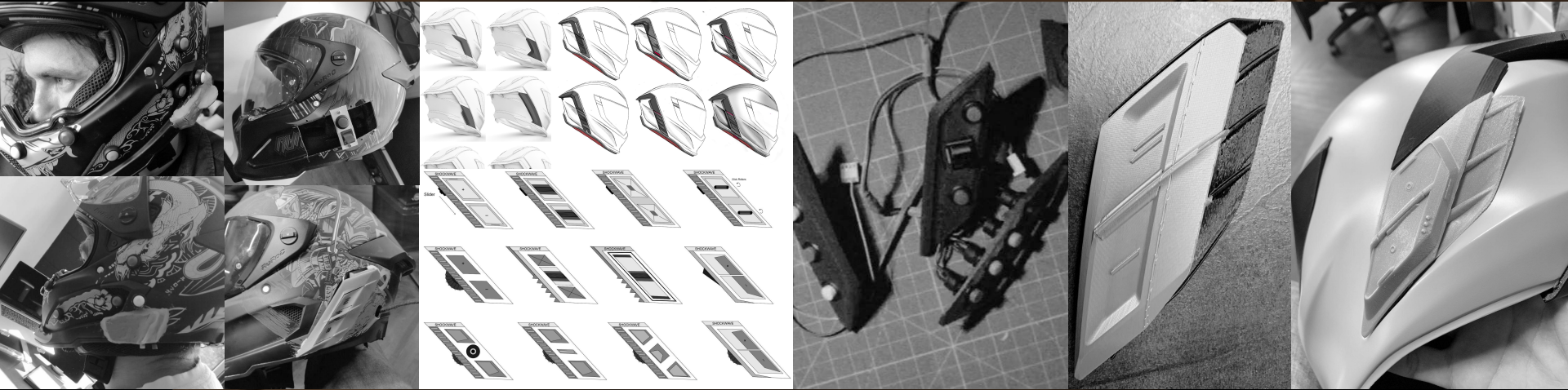
FOREHEAD VENT DESIGN PROCESS

The forehead vent is a great example of the full design process. This is an extremely sensitive area in terms of aesthetics and function which we constantly had to balance as it was easy to fall more into one and lose the other.



SHOCKWAVE FORM <FUNCTION

The shockwave communications unit was another challenging feature on the helmet in regards to technical hard points and position. The visual goal was to design the helmet in such a way that the user wouldn't know that a unit plugged into that space if no comms were being used but when comms are in use to try get the seamless look and feel of the ATLAS series.



QUAD-MATRIX SHELL

- Brand new lightweight composite consisting of:
 - Carbon fibre
 - Nylon
 - Fibreglass
 - Kevlar
- Shell Weight reduction of 5%*

*vs ATLAS 4.0 Carbon

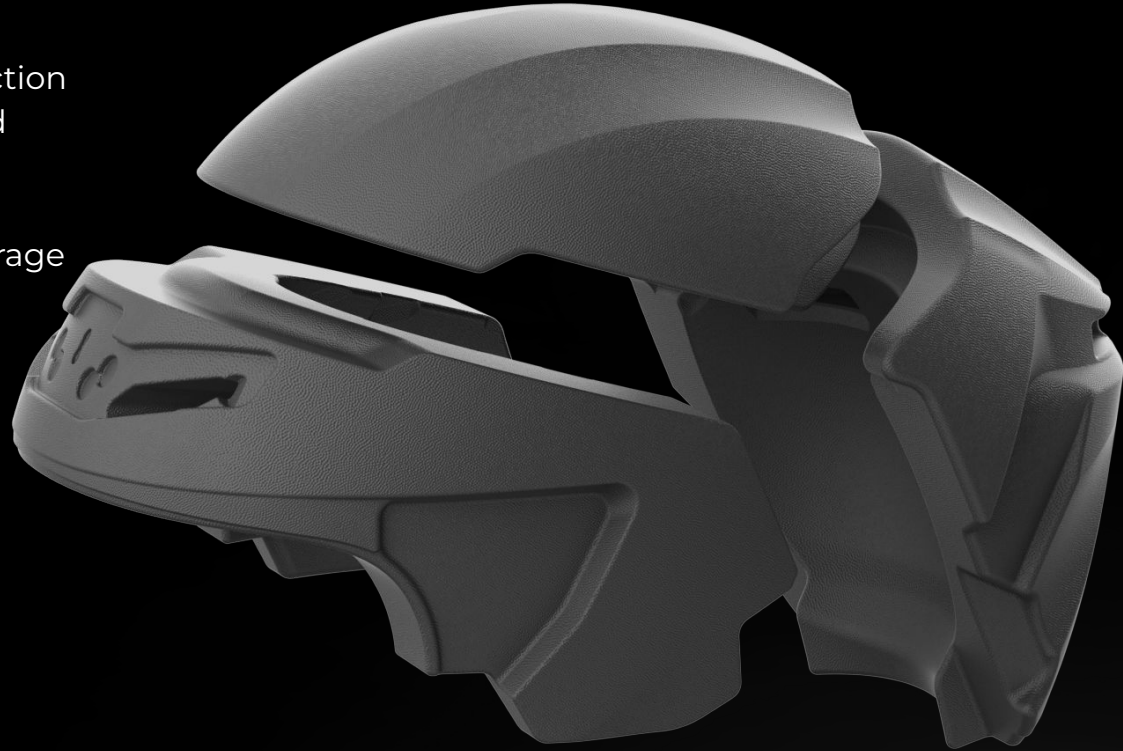


RRUROC[®]

EOX

MULTI-DENSITY IMPACT LAYER

- 6 piece multi density EPS/EPP protection
- Expanded Polystyrene and Expanded Polypropylene
- Consistent offset from ISO headform standard to give equal pressure coverage on the user's head



SOFT GOODS

- New and improved fit, with the introduction of slim-line padding to offer the perfect fit for users
- Multi density multi-layered foam construction
- Integrated RHEON™ technology into the headliner
- Improved ingress/egress
- Optimised ventilation

VISOR & VISOR MECHANISM

- Aim was to simplify and streamline
- Quick-release system allows for instantaneous release of the visor when you want to swap out
- 2D visor offers improved light refraction & clarity
- Developed alongside Pinlock to achieve optimal radius and thickness to improve overall performance
- ECE 22.06 and ANSI certified



SHOCKWAVE

Shockwave (Bluetooth)

- Optimised for music, calls and navigation as well as rider-to-pillion comms via Bluetooth
- Slick integration and quick 'plug & play' installation
- Sound by Harman Kardon
- Talk time up to 12 hours

Shockwave MESH - powered by Cardo

- Developed in conjunction with leading comms experts, Cardo Systems
- Allows group comms for up to 15 users
- Range of up to 1 mile (1.6km)
- Slick integration and quick 'plug & play' installation
- Connectivity through the Cardo Connect App
- Sound by Harman Kardon

RURoC[®]

EOX

HOMOLOGATION

- Impact improvement against ECE 22.06 standard of 34% average peak g and 43% average HIC*
- Rotation performance improvement against ECE 22.06 standard of 63% average, BRIC of 48% average
- ECE 22.06 Certified DOT FMVSS No. 218

*based on medium helmet



RuRoC

EDX

AERODYNAMIC PERFORMANCE

- **Stability** - 37% improvement Angular velocity magnitude compared against ATLAS 4.0 Track
- **Drag** - comparable to ATLAS 4.0 Track
- **Acoustic** - 2% reduction in noise compared against ATLAS 4.0 Track
- **Thermal** - 110% improvement over ATLAS 4.0 Carbon

#SSEHub

RHEON

RHEON

Our Purpose

We exist to remove constraints of human performance.

RURUC

EOX

RHEON

Our Origins

Born out of a NASA® project.

Developed for over 15 years at Imperial College, London – regarded as one of the leading institutes of innovation in the world.

Accelerated by NFL® innovation grants.



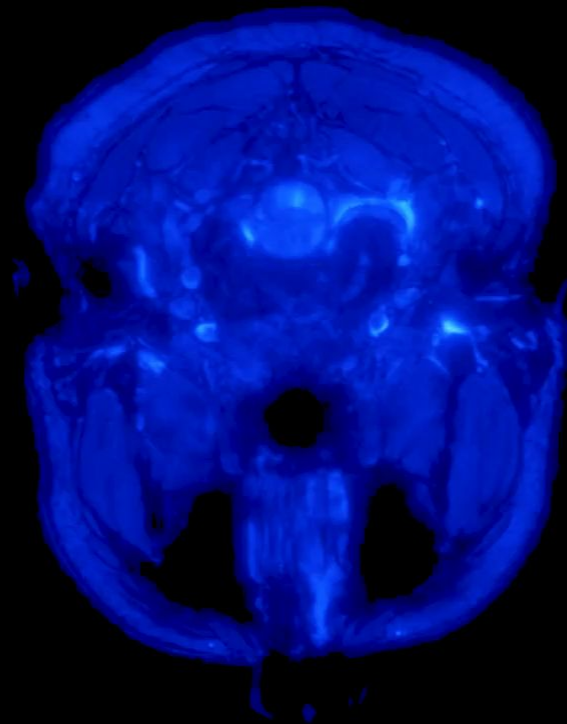
How does RHEON™ work?

- RHEON™ is an ultra-high energy absorbing material.
- It is soft and flexible in its natural state but absorbs energy by stiffening when subjected to force.

Why is RHEON™ used in helmets?

Helmet protection must look at two aspects:

- **Linear / Head-On** impacts - commonly associated with skull fractures
- **Rotational** impacts – contributing factor to concussions



Why is RHEON™ used in helmets?

RHEON™ absorbs both impacts types:

- Linear / Head-On impacts
 - Absorbed through the material
- Rotational impacts
 - Absorbed through the intelligent geometry



cardo®

RUROC®

SHACHAR HARARI
VP BIZ DEV, HEAD OF OEM

RUROC
ECE
DOT
FMVSS NO. 218
CERTIFIED
ECE R22-06

OUR

MISSION



EMPOWERING RIDERS, ADVENTURE SEEKERS & PROFESSIONALS WITH
STATE-OF-THE-ART COMMUNICATION, SAFETY & SOUND



TOP

CARDO FAM MOMENTS

2023



THE TEAM



160 FULL-TIME EMPLOYEES WITH ABOUT 40% IN R&D

AN INTERNATIONAL COMPANY



MAIN OFFICES

Ra'anana, Israel
Plano TX, USA
Straubing, Germany
Vienna, Austria

ADDITIONAL LOCATIONS

Hong Kong Wuhan & Guangdong, PRC
Utrecht, Holland Antwerp, Belgium Lviv, Ukraine
Me'es, France Frankfurt & Munich, Germany Rome, Italy
UK, London Los Angeles, CA Tallahassee & Tampa, FL
Milwaukee, WI Tenafly, NJ Forney, TX

THE cardo[®] DIFFERENCE



SOUND BY 

 Bluetooth[®]

 DYNAMIC
MESH
COMMUNICATION

 WATERPROOF
IP67

 OPERATED BY
NATURAL VOICE



USER FIRST



**PURPOSEFUL
INNOVATION**



QUALITY

GOOD



SPIRIT



SPIRIT HD

BETTER



FREECOM 2x



FREECOM 4x

BEST



PACKTALK CUSTOM



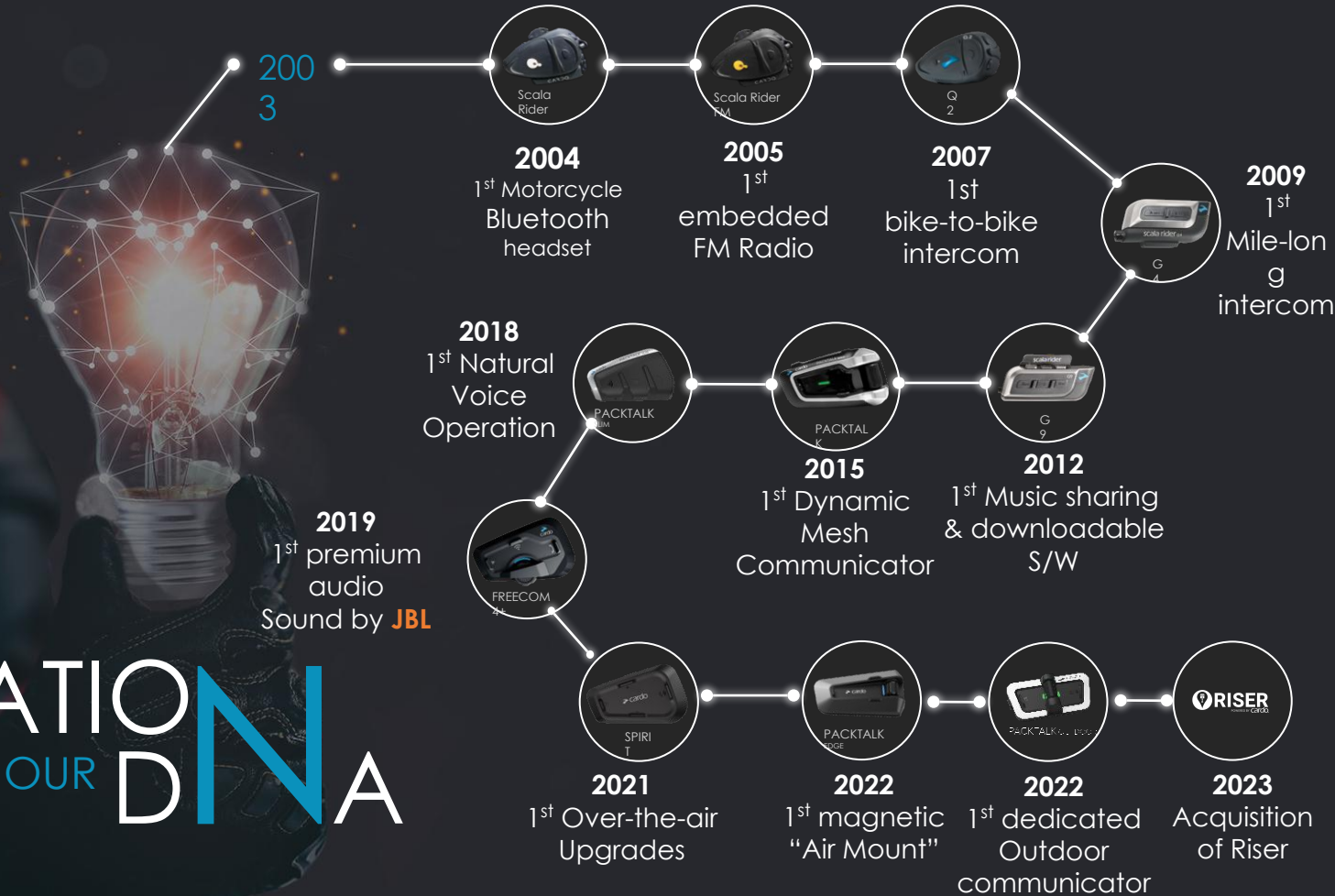
PACKTALK NEO



PACKTALK EDGE



PRODUCT RANGE MOTORCYCLE 2024



INNOVATION IS OUR DNA

ABOUT THE EOX PROJECT

Fully Integrated
Cardo Comms

A unique Mesh
antenna design

Boasting an IP65
waterproof rating

Utilizes helmet's side
spaces efficiently

Minimize form factor
to keep the helmet
aerodynamics

Seamlessly control
the Comms system
while in motion



SHOCKWAVE MESH POWERED BY CARDO



- Cardo Tech inside
- Connect with your buddies using BT DMC™
- Operate with Cardo's powerful voice command
- Harman speakers for exceptional audio experience
- Alert the rider with voice notifications
- Mix audio from different sources
- 8 hours of talk time with fast charging
- Cardo Connect app
- Over-the-air firmware updates

CONNECTIVITY IS OUR PRODUCT



CONNECT WITH
DMC & BT

PLAY MUSIC
ON THE GO

CONNECT TO
SMARTPHONE, GPS & TFT

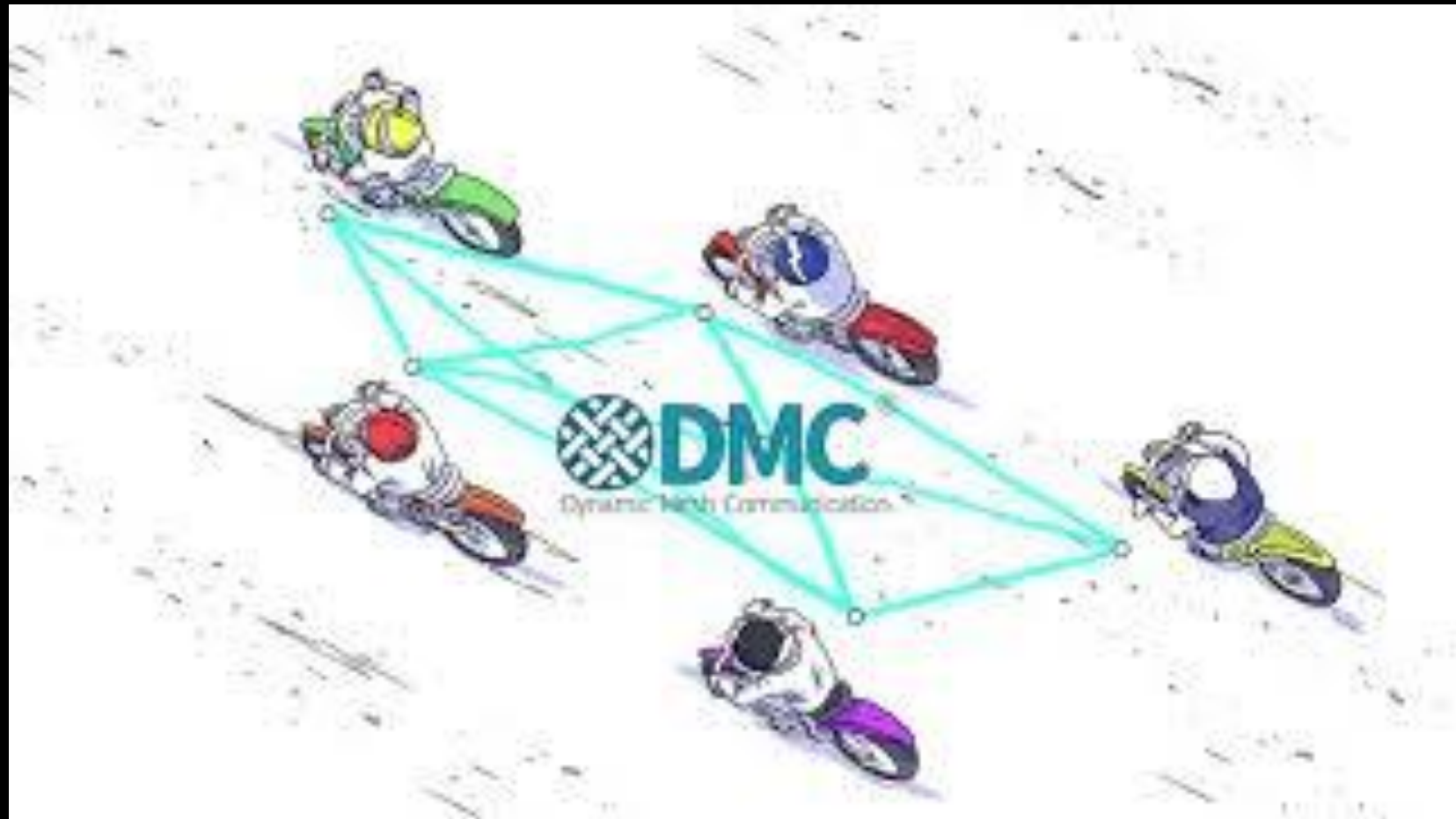
CONNECT TO
YOUR MOBILE
PHONE

CONNECT WITH
OTHER BRANDS



DYNAMIC MESH COMMUNICATIONS TAKES CARE OF YOUR CONNECTIVITY,
SO YOU CAN TAKE CARE OF YOUR RIDE







Always-on Intercom

Auto Reconnect

Intercom Sound Quality

Parallel Audio Streaming

Dynamic Intercom Optimization

Group Size

Standart Bluetooth	Dynamic Mesh Communication
No	Yes
No	Yes, Always
HD	Wide-Band
Partial	Yes
No	Yes
1-4	1-15



Thank you!





Questions?

RRUROC[®]

EOX



Time for fun!

12:00 - 12:30 - EOX Fitment Session + Open Floor

12:30 - 13:30 - Lunch & Stunts.

13:30 - 14:30 - Open floor

RRUROC[®]

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