



RUROC ANNOUNCES ALL-NEW PREMIUM FLAGSHIP HELMET - THE 'EOX'

A new dawn of rider protection has arrived: Ruroc launches its all-new premium full-face helmet - the EOX.

- The new flagship, premium model to the Ruroc range
- ECE 22.06 and DOT Certified
- Lightweight QUAD-MATRIX carbon composite shell
- Sculpted for optimal aerodynamic performance
- Newly-designed toolless visor mechanism
- Adjustable airflow with 6 high-flow vents
- "Right Fit" formula for personalised comfort
- Best-in-class 215° field of view
- Reengineered integrated communications, including new Cardo Mesh system

Backed by 15 years of knowledge and experience from the UK brand, and developed alongside the direct feedback of its global community of hundreds of thousands of riders, the all-new EOX not only redefines the iconic Ruroc design, but also marks a new era for the brand in next-level safety, performance, comfort and connectivity.

Davy Thomas, Ruroc's Chief Marketing Officer, said: "The EOX - pronounced 'ee-yos' - is a whole new platform for us, taking everything that we've developed over the past 15 years, packaging it together into a top-of-the-range helmet that offers the latest in safety standards and technology enhancements. Without losing our distinctive DNA at the heart of the Ruroc brand, EOX is the result of core developments to rider protection, aerodynamics, ventilation and comfort. What's more, we've also partnered up with Cardo Systems to further enhance our Shockwave communication offering with dynamic mesh technology."

"We're very fortunate to have an enthusiastic and highly engaged global community of Ruroc riders at our fingertips, which we don't take for granted when it comes to new helmet development. The EOX was co-developed with our community; we learned from thousands of pieces of rider feedback, including capturing real-world fitment and comfort feedback from hundreds of real Ruroc riders at events over the past few years. This is what happens when passionate riders, forward-thinking engineers, disruptive designers and industry-leading accessory partners put their minds together."

NEXT-GEN SAFETY

Utilising next-generation impact-protection technologies, EOX delivers first-class safety standards in accordance with both ECE 22.06 and DOT certifications. Not compromising on both safety and comfort, Ruroc introduces its brand-new Quad-Matrix Carbon Composite shell made of T300 carbon fibre



reinforced with Kevlar, Nylon and Fibreglass to enhance strength, flexibility and overall impact performance. The result is Ruroc's lightest yet most robust carbon composite to date.

Ruroc once again collaborates with RHEON™ to seamlessly integrate its innovative reactive polymer technology into EOX's headlining for protection against impact and rotational forces, alongside a combined multi-density EPS and EPP impact liner for enhanced energy absorption.

OPTIMAL PERFORMANCE AND COMFORT

Redefining Ruroc's iconic helmet design into a brand-new form, EOX has been sculpted to specifically improve aerodynamic, thermal and acoustic performance. The EOX shell design features a new spoiler, seamless visor integration and flowing contours that, when compared to the ATLAS 4.0 Track, delivers a dramatic improvement in stability with its angular velocity magnitude improved by 37%, as well as a 2% reduction in noise, as well as a 110% improvement in thermal airflow compared to the ATLAS 4.0 Carbon.

What's more, EOX sets a new standard in helmet fitment. During helmet development, Ruroc measured the heads of hundreds of riders and tested dozens of different padding layouts, densities and liner materials to perfect the "right fit" formula. As a result, EOX is offered in three shell sizes that optimise fit whilst maintaining a slim profile, in addition to the inclusion of an extra set of new 'slim-line' cheek pads as standard, for a personalised fit.

Keeping the same best-in-class peripheral 215° field of view as the ATLAS 4.0, EOX's visor offers panoramic views alongside a newly-designed toolless mechanism that allows for effortless visor changes on the go. The visor features an anti-scratch coating on the outside surface, and on the inside, the visor features Pinlock-compatible fixing pins with a top-of-the-line Pinlock 120XLT insert that comes as standard inside the box.

When it comes to ventilation, EOX delivers no less than six optimised vents and a channelled EPS lining for adjustable airflow throughout the helmet. Working in harmony with the flowing lines of the outer shell, the vents offer high-flow intensity for all-over comfort, and both the chin vent and top vent can be easily operated with gloves on.

SEAMLESS CONNECTIVITY WITH SHOCKWAVE MESH, POWERED BY CARDO

In an ever-connected world, Ruroc offers EOX owners yet more choice, with the optional add-on of the brand's newly-designed and optimised Shockwave system as well as an all-new Shockwave Mesh system, developed in association with leading wireless communication experts, Cardo Systems.

For those looking for premium communication and connectivity, Shockwave Mesh powered by Cardo offers an all-new and exclusive Shockwave Mesh audio system, powered by Cardo, with sound engineered by the audio experts at Harman Kardon. Now, riders can connect with up to 15 friends with a



connectivity range of up to one mile, all from a fully integrated system maintaining the all-important ECE 22.06 rating too.

Teaming up with the communications experts at Cardo Systems has enabled Ruroc to incorporate Cardo's long-range Dynamic Mesh Communication (DMC) technology to be integrated into the Shockwave platform, allowing up to 15 riders to connect without relying on WIFI or mobile signal. Shockwave Mesh features an integrated removable battery, along with a spare battery included as standard, which together, delivers over 12 hours of playback and talk time as well as rapid-charging capabilities via USB-C in just 30 minutes.

For riders not looking for ultimate connectivity, Shockwave Bluetooth offers a more basic system, still suitable for connectivity and music, also featuring Harmon Kardon and full helmet integration.

Developed and designed alongside the helmet to complement the aesthetic and aerodynamics of EOX, both the new Shockwave Mesh and Bluetooth Shockwave system seamlessly slot into the EOX in a designated, rider-optimised position so not only is it Ruroc's most connected helmet, but the EOX never compromises style.

COLOURS AND GRAPHICS

With Ruroc known for its iconic and bold designs and colourways, the EOX is no exception to this, launching in eight exciting designs, with two flat paint finishes: Core (matte black) and Ghost (gloss white), as well as two exposed carbon weave colour options: Raw Carbon (matte black carbon weave) and Liquid Carbon (gloss black carbon weave), all of which are complete with a tonal Ruroc logo embossed on the chin of the helmet.

EOX also launches four all-new helmet artworks for 2024: The EOX **Squadron**, drawing inspiration from Spitfires flown by the No.457 Squadron of the Royal Australian Air Force with the infamous painted shark's mouth; the EOX **Mictlan**, the hand-drawn skull of the Aztec God of Death laid in gold foil; the EOX **Buzzsaw**, a futuristic beast clad in gun-metal armour with exposed, blood-red wiring; and the EOX **Ignis**, where bright, bold orange paintwork with tonal racing lines sits alongside an exposed carbon fibre weave base.

The EOX will be available exclusively online at www.ruroc.com from April 24 at 17:00 (GMT), starting from £399 / \$499 / €539.

A NEW DAWN TOUR

Built from the feedback of hundreds of thousands of riders, Ruroc invites riders to be among the first to experience the culmination of years of intense design & development with its 'New Dawn World Tour'. Taking place across a number of epic locations, Ruroc will provide the opportunity to meet the Ruroc

UNDER EMBARGO UNTIL 10 APRIL 2024



team, find out exactly what the New Dawn of Ruroc is bringing, and even get the chance to hit the road for the full riding experience in the EOX helmet.

Riders can sign up to register their interest in joining Ruroc on tour and to be the first to know everything about EOX here: https://www.ruroc.com/en_gb/new-dawn-world-tour