



## CORSA "TARTARUGA MUGELLO 2013" LIMITED EDITION

Vale's favourite animal on his helmet at Mugello

THE ITALIAN GRAND PRIX JUST WOULDN'T BE THE SAME WITHOUT VALENTINO ROSSI DEDICATING A NEW HELMET TO IT, AND, THIS YEAR TOO, HE DIDN'T LET US DOWN. FOR MUGELLO, THE DOCTOR CHOSE A 'TURTLE HELMET' DECORATED WITH A DESIGN FEATURING A CARTOON TYPE TURTLE SHELL WITH TWO HUGE EYES AT THE FRONT. SINCE HIS CHILDHOOD, VALENTINO HAS ALWAYS BEEN FASCINATED BY THIS ANIMAL: THE FIRST FURRY TOY HIS MOTHER GAVE HIM WAS A NINJA TURTLE AND WHEN HE RODE IN THE MINI MOTO SERIES, HE ALWAYS HAD IT FITTED TO THE TOP OF HIS HELMET. SINCE THEN HE HAS ALWAYS HAD THE SAME GRAPHIC ON HIS HELMETS IN ONE WAY OR ANOTHER AND EVEN HAS ONE TATTOOED ON HIS HIP.

In the presentation video the Yamaha rider explains his choice: "WE HAVE ALWAYS USED MY TURTLE AS AN IRONIC COMMENT ABOUT PERFORMANCE AND ADDED FOUR MEN (...) WHO IN ORDER ARE: PEDROSA, MARQUEZ AND LORENZO AND I'M THE ONE IN YELLOW CHASING AND TRYING TO CATCH THEM...". Right from the start of the Championship, Valentino has been chasing the Spanish riders. You can see the video at <http://youtu.be/cG2wQxtbyq4>







The fan’s long wait for a **“TARTARUGA 2013”** replica will end in early December and the helmet will be available on the Corsa line. The utmost in racing technology for just €899 (RRP incl. VAT). You can reserve one now by ordering from your usual retailer.

This limited edition faithfully reproduces the graphics on Valentino’s race helmet except for other sponsor’s logos and visor components and accessories. The helmet features splashes of fluorescent colours and has Valentino’s lucky number 46 on the back as well as his two trust bulldogs Cesare and Cecilia who mimic their master by also having turtle shells.

As usual this image was created and developed with the designer Aldo Drudi.

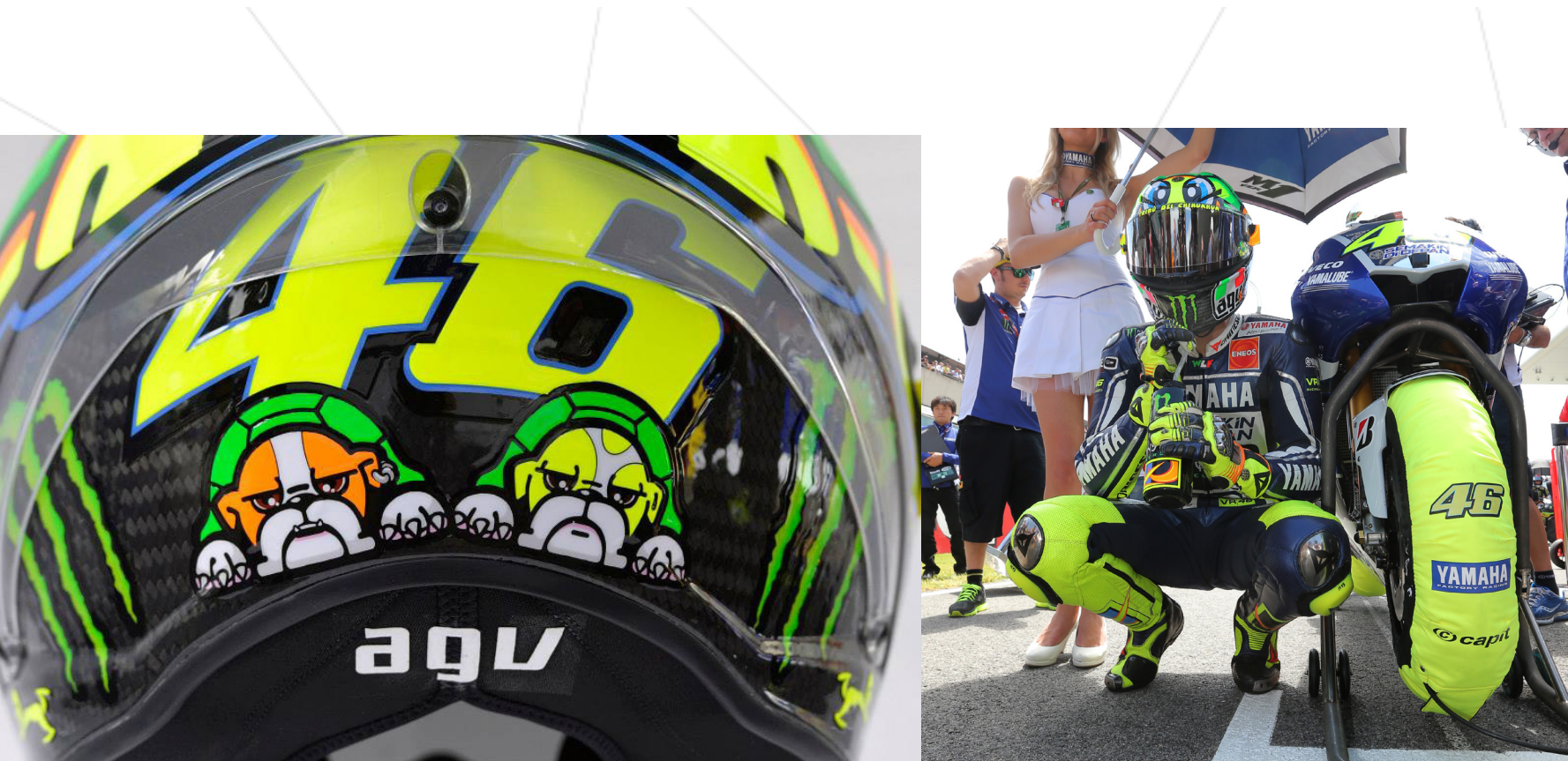
The Corsa is a supersport helmet which combines the performance of the Pista GP with road-going characteristics such as adjustable ventilation and improved comfort without having to forgot the performance standards of the GP version.

Fitted with a Double D retention system, the outer shell is made SSL layers (aramid and glass fibres) and is available in 4 sizes. The design is intended to cut to the minimum any interference with the racing suit and protective hump and to optimise safety even at high speed. The spoiler has been designed to detach from the helmet in the event of an accident to increase the passive safety of the helmet The visor component area has been reduced by 71% compared with the GP Tech and this allows the space saved to be used to increase the thickness

of the impact absorption material with all the safety benefits that brings. The visor can easily be removed as can the washable inner components. To provide improved comfort, the surfaces in direct contact with the head are seamless and the fit can be optimised with special additional padding to the cheeks and back of the neck. Designed to maximise comfort, ergonomics, safety and aerodynamics.

Made in Italy and protection of the environment: the Corsa is designed and made in Italy by highly qualified craftsmen using the very latest technology. These helmets are manufactured using the best technologies with great effort invested in protecting the environment. Waterjet technology is used to cut the carbon fibre shells, the painting system uses eco-compatible water based paints and a dust suppression/residue treatment system is in operation throughout the entire factory.

**EXTREME STANDARDS HELMETS** IS THE NAME OF THE REVOLUTIONARY NEW RANGE OF AGV HELMETS WHICH INCLUDES THE CORSA. IT IS BASED ON THE “HUMAN ENGINEERING” CONCEPT AND APPLIES TO A NEW DESIGN PROCESS WHICH STARTS FROM THE COMPONENTS THAT ARE IN DIRECT CONTACT WITH THE HEAD AND GRADUALLY PROGRESSES TO THE OUTER SHELL. AS A RESULT, THE STRUCTURAL SHAPES IMITATE THE AREA OF CONTACT THUS PROVIDING GREATER SAFETY AND SMALLER DIMENSIONS.



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