**Supercute and supersafe: uvex oyo style**

**The uvex oyo style sets new standards in the toddler’s helmet segment and inspires with its unique design, ultra-soft liner and innovative safety solutions such as uvex xTRA Shield and uvex KID PROtect.**

What better way to explore the world than on a bike! Whether on a balance bike or in the child’s seat with a parent – that next great adventure is just around the corner. The uvex oyo style makes sure that the safety of infants has top priority not only on those first shaky trial rides but also on all cycle tours with mum and dad. After all, each tiny head deserves a helmet in keeping with the times that not only looks good but also affords excellent protection in the event of a crash.

**So cosy inside: uvex oyo style**

The uvex oyo style impresses down the line with its child-focused design, breathable, ultra-soft plush padding and first-class protection. Thanks to the innovative uvex xTRA Shield, in which the helmet visor is integrated into the EPS material, the sensitive area around the forehead receives optimum protection in the event of an accident. One especially clever feature is the uvex KID PROtect attached at the rear to reduce any shocks that may be transmitted from child’s seat to helmet on rough tracks and also prevent the head slipping away from the backrest. To provide that extra portion of safety, the 250-gram lightweight inmould helmet has an extended section around the neck, temples and ears. Ten ventilation openings ensure a permanent supply of fresh air. The shock-absorbing uvex KID PROtect silicone insert can be replaced by an optionally available plug-in LED if required.

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**uvex oyo style**

**Sizes:** 46-50 cm- 50-54 cm

**Weight:** 250 g

**Colours:** egg dots, dino - blue matt, butterfly pink, blue rocket

**RRP:** EUR 54.95

**About the uvex group**

The uvex group brings together three globally active companies under one roof: the uvex safety group, the uvex sports group (with uvex sports and ALPINA), and the Filtral group (Filtral and Primetta). The uvex group is represented in 22 countries by 49 subsidiaries but chooses to do most of its manufacturing in Germany. In total, 60% of the company’s 2,900-strong workforce (as at: FY 2019/20) are employed in Germany. uvex is a global partner to international elite sport and equips a host of top athletes. The motto “protecting people” is at the heart of the company’s activities. uvex develops, manufactures and distributes products and services for the safety and protection of people at work, in sport and for leisure pursuits.

**Further information**

**as well as text and images for download at:**

**www.uvex-sports.com/en/press-area**

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