

Edgy all-rounder: uvex primo style

The exclusive uvex primo hardshell helmet combines modern styling with innovative features and maximum safety. It's an outstanding all-rounder with a stylish appearance.

Eye-catching, modern, sporty design with exceptional detailing. The uvex primo style is a helmet for skiers seeking to set themselves apart and who insist on the highest quality and maximum safety. It's ideal for high-octane piste action, as well as relaxed carving. In short, it's the perfect all-rounder with a high style factor.

Stylish hardshell with extra comfort

With its matt finish and glossy design elements, the uvex primo style creates a rather exceptional look. The hardshell helmet with impact-resistant outer shell and shock-absorbing, insulating inner shell offers maximum safety – and is naturally made in Germany. The clever air channelling system delivers effective ventilation and can be opened or closed by hand depending on the situation. To provide a perfect fit for every head shape, the 3D IAS system ensures extra safety and comfort thanks to precise height and width adjustment. And for additional comfort, there is magnetic Fidlock® closure technology and a high-quality, removable lining. Clever feature: the holder at the back of the helmet keeps ski goggles where they should be to prevent them slipping or getting lost. The uvex primo style is available in three sizes (52-55 cm, 55-59 cm and 59-62 cm) and two colours (rusty red mat and black mat).

RRP: 159.95 euros

About the uvex group

The uvex group brings together three international companies under one roof: the uvex safety group, the uvex sports group (uvex sports and ALPINA) and Filtral. The uvex group is represented in 22 countries by 48 subsidiaries but opts to locate most of its manufacturing in Germany. Two thirds of the company's 2,700-strong workforce (as of December 2019) are employed in Germany. As an outfitter for numerous top athletes, uvex acts as a global partner for international competitive sports. It views its mission statement of "protecting people" as its mandate and duty. To this end, uvex develops, manufactures and distributes products and services for the protection of people at work, sport and leisure.

**For more information
and for text and image downloads go to
www.uvex-sports.com/press**

Media contact:

UVEX SPORTS GMBH & Co. KG
Brand Management
Lea Kristin Rösch
Würzburger Str. 154
90766 Fürth
Tel.: +49 911-9774-4328
Fax: +49 911-9774-4457
l.roesch@uvex.de
www.uvex-sports.com

Hansmann PR
Unit Sport
Thomas Meyer
Lipowskystr. 15
81373 Munich
Tel.: +49 89-360 5499-25
Fax: +49 89-3605499-33
t.meyer@hansmannpr.de
www.hansmannpr.de