

SAFETY SENSE

Motorcycle Helmets

(NAPSA)—Americans have a healthy appetite for motorcycles and all-terrain vehicles. Since 1996, sales have jumped 200 percent, putting more than 5 million motorcyclists on U.S. roads and trails today.



Bell's full-face motorcycle helmet now offers superior ventilation, enhanced comfort features and new styling.

Unfortunately, America's riding habits are not as healthy. Motorcycle fatalities are rising as helmet use declines, according to the National Highway Traffic Safety Administration. Head injury is the leading cause of death in motorcycle crashes.

Today, top-quality helmets are more affordable and accessible than ever before. Wal*Mart sells motorcycle helmets starting at under \$50 made by Bell, inventor of the full-face motorcycle helmet.

When shopping for a helmet, remember to look for the DOT sticker, which indicates that the helmet meets the U.S. Department of Transportation's Federal Motor Vehicle Safety Standard.

More helmet tips, plus a checklist to help riders choose the best helmet for their needs, are available at www.bellmotogear.com.