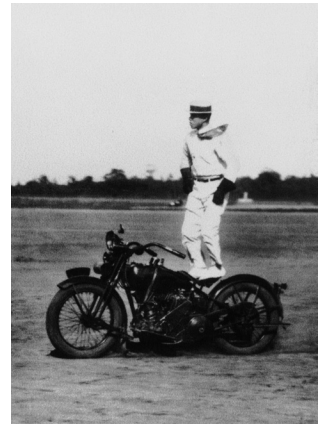


▶ HIROTAKE ARAI - A RIDER HIMSELF

The focus on safety is typical for Arai through the many years of the brand's existence. The founder of the company, Hirotake Arai, was a hat maker, but although a really enthusiast rider.

In the fifties there were no helmet manufacturers in Japan and as Japan was a closed market, it was very difficult to obtain a proper helmet. No legal standards, no manufacturers but after a few spills Hirotake Arai knew he wanted a good helmet for his own safety and later also for a couple of friends. It was the start of Arai as a helmet manufacturing business. The next thing was to develop his own testing standards and testing equipment, as no legal standards existed. As a hat maker he knew that people have all different heads, creating a need for a perfect fit of the helmet.

It's important to notice that Hirotake Arai's intention was not to start another commercial business, but to create helmets that were able to protect his fellow riders. It is this drive that is still within the Arai company to this very day.



▶ OUR ETHOS

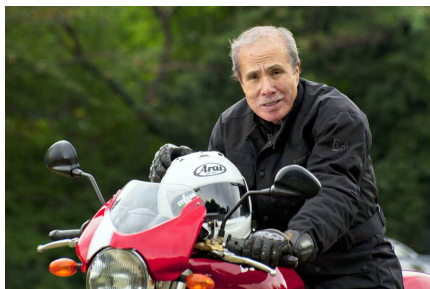
For more than seven decades Arai has produced hand-made helmets with a difference that offer supreme protection to riders and drivers around the world. Created in Japan by dedicated and deeply passionate craftspeople, every Arai helmet is the result of countless improvements made in our never-ending quest for improved head protection. From the first Arai motorcycle helmet made by our founder Hirotake Arai in 1952 to our latest cutting-edge models, rider protection is what drives us to innovate and create. The Value of Arai is, and always will be, to protect what is priceless.

▶ PROTECTING WHAT IS PRICELESS

At Arai we believe a helmet should protect the rider's head through two key protection factors - Glancing Off and impact energy absorption. While impact energy absorption can be measured, the ability to glance off cannot. In most real-world situations riders are travelling above the speeds of a test environment, which is why the combination of these protection factors is so important to every Arai helmet, and what makes it truly different to anything else.

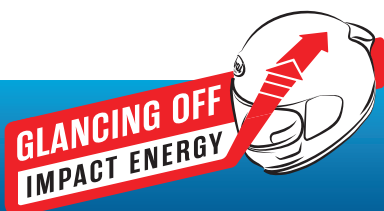
Arai is a collection of people devoting themselves to head protection and potentially saving someone's life. We are riders ourselves and are passionate about advancing the ability of Arai helmets to protect the rider in a crash. In continuing to enjoy motorcycles and other powersports, accumulating every possible gain in protection remains our goal.

Crashes are unpredictable and can exceed testing limits, and at Arai we remain determined to offer protection superior to all other helmets. Since we made our first helmet more than 70 years ago, we have continued to test, develop, innovate and protect with every generation of helmet model. Each Arai is a culmination of years of data and research aimed at ultimate head protection that lets riders do what they love. Riders around the world acknowledge the difference of Arai helmets in their protection and comfort to any other, and we are extremely proud to stand behind this reputation.



▶ MADE BY RIDERS, FOR RIDERS

From the foundation of the Arai Helmet company, which was founded before the existence of mandatory standards in Japan, we have always focused on rider protection and seeking every possible improvement, building on our foundation, even at higher and higher costs, trusting that over time all these accumulated improvements would work together, reaching a higher level of protection than before, creating a new base level from which we can improve. Only a three-generation family company of motorcycle riders like Arai can foster this company environment to maintain this dedication to rider protection.



PRIORITY FOR PROTECTION

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