

Code 5040; Firm Bell Sports , Chron, Officer 6b Release, SP/EG



U.S. CONSUMER PRODUCT SAFETY COMMISSION
WASHINGTON, D. C. 20207
November 29, 1999

Certified Mail

Thomas Przybycien
9188 El Morado Avenue
Fountain Valley, CA 92708

RE: FOIA Request S-9090135: Bell Sports BMX Bicycle Helmet

Dear Mr. Przybycien:

Thank you for your Freedom of Information Act (FOIA) request seeking information from the Commission. The records from the Commission files responsive to your request have been processed and copies of the releasable responsive records are enclosed.

The enclosed records include file information generated by the Commission itself or its contractors for regulatory or enforcement purposes. These records are in file 990150 and are identified as New Releases, Monthly Progress Reports and other correspondence, notes and documents. The Commission has established management systems under which supervisors are responsible for reviewing the work of their employees or contractors. The file information materials are final and have been prepared and accepted by the Commission's staff under such review systems. The Commission believes that it has taken reasonable steps to assure the accuracy of the information. Please note that the Commission's staff, not the Commissioners themselves, made the preliminary determination that this product presented a substantial risk of injury to the public as defined by the Consumer Product Safety Act.

Processing this request, performing the file searches and preparing the information, cost the Commission \$35.00. In this instance, we have decided to waive all of the charges. Thank you for your interest in consumer product safety. Should you have any questions, contact us by letter, facsimile (301) 504-0127 or telephone (301) 504-0785.

Sincerely,

Eva M. Grady
Paralegal Specialist
Freedom of Information Division
Office of the Secretary

Enclosures

from Bell Sports Code 5040



U.S. CONSUMER PRODUCT SAFETY COMMISSION
WASHINGTON, D. C. 20207
November 29, 1999

A large, stylized handwritten signature in black ink, located to the right of the commission's name and date.

Certified Mail

Jay Tilley, Editor
Product Safety Letter
1117 North 19th Street
Suite 200
Arlington, CA 22209-1798

RE: FOIA Request S-9110028: Bell Sports BMX Bicycle Helmet

Dear Mr. Tilley:

Thank you for your Freedom of Information Act (FOIA) request seeking information from the Commission. The records from the Commission files responsive to your request have been processed and copies of the releasable responsive records are enclosed.

The enclosed records include file information generated by the Commission itself or its contractors for regulatory or enforcement purposes. These records are in file 990150 and are identified as New Releases, Monthly Progress Reports and other correspondence, notes and documents. The Commission has established management systems under which supervisors are responsible for reviewing the work of their employees or contractors. The file information materials are final and have been prepared and accepted by the Commission's staff under such review systems. The Commission believes that it has taken reasonable steps to assure the accuracy of the information. Please note that the Commission's staff, not the Commissioners themselves, made the preliminary determination that this product presented a substantial risk of injury to the public as defined by the Consumer Product Safety Act.

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Sincerely,

A handwritten signature in black ink, appearing to read "Eva M. Grady", located below the word "Sincerely,".

Eva M. Grady
Paralegal Specialist
Freedom of Information Division
Office of the Secretary

Enclosures



JK
 MFR/PRVLR NOTIFIED 11-26-99
 _____ No Comments made
 _____ Comments attached
 _____ Excisions/Revisions
 _____ Firm has not requested further notice

U.S. CONSUMER PRODUCT SAFETY COMMISSION
 WASHINGTON, D.C. 20207

OFFICE OF COMPLIANCE
 Recalls and Compliance Division
 Email: jdemarco@cpsc.gov

APR 28 1999

James DeMarco
 Compliance Officer
 Tel: 301-504-0608, Ext. 1353
 Fax: 301-504-0359

Certified Mail/Telecopy 408/362-9848

Dean McGuffee
 Director of Quality
 Bell Sports, Inc.
 6350 San Ignacio Ave
 San Jose, CA 95119

Re: CPSC RP990150
 Bell Sports, Inc.
 BMX Bicycle Helmet

Dear Mr. McGuffee:

Thank you for your report of April 19, 1999 under section 15(b) of the Consumer Product Safety Act, as amended (CPSA), 15 U.S.C. § 2064(b), and for promptly initiating a corrective action plan to address the reported problem. In your report you indicated that three models of Bell BMX helmets have a defective chinstrap snap, that may not hold in the event of a fall or crash.

To address the problem, the firm has agreed to take the following action: 1) Replace strap free of charge to consumers; 2) Written notice to all dealers, including a posted notice; 3) Joint-press release; and 4) Web-site announcement of recall.

The staff of the Office of Compliance of the U.S. Consumer Product Safety Commission has reviewed the actions submitted by Bell Sports, Inc. concerning the BMX Bicycle helmet chinstraps. Acting under delegation from the Commission, the staff has accepted the plan as adequate.

Please continue the corrective actions implemented and initiate any others contained in the plan accepted by the staff. The Office of Compliance will be monitoring the firm's corrective action plan. Please submit **monthly** progress reports of the recall, using the enclosed form, to U.S. Consumer Product Safety Commission, Office of Compliance, Tina Adeyeye, 4330 East

1

West Highway, Room 613, Washington, D.C. 20207-0001 by the first of each month or fax to (301) 504-0359. If you have any questions, please contact Tina Adeyeye on (301) 504-0608 extension 1223. **Please reference the CPSC file number in your response.**

When your firm determines the corrective action plan has been implemented to the best of its ability and as many products as possible have been removed from the marketplace, it may submit a final progress report, referencing the file number, and request that the file be closed. At that time the staff will review the plan's progress and decide whether the file should be closed. The Office of Compliance will evaluate the effectiveness of the plan. The staff could seek broader corrective action if the corrective action plan does not prove effective.

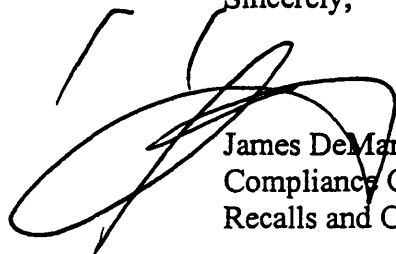
If the firm receives or learns of any information concerning other incidents or injuries, or information affecting the scope, prevalence or seriousness of the reported problem, it must report that information to this Office immediately. Additionally, if the firm receives information which might indicate that its corrective actions are not satisfactory in eliminating the problem or that the effectiveness of the corrective action program is less than has been anticipated, it must report that information to this Office immediately.

Section 6(b)(1) requires the Commission to give notice thirty days in advance of the intended disclosure of information that identifies the manufacturer or private labeler of a product. The staff is enclosing a summary of the corrective action plan. The Commission publishes a list of product recalls and other corrective actions initiated by firms in an Annual Report to Congress. This information is also occasionally used in lists for specific product categories. This letter gives the firm its opportunity under section 6(b)(1) of the Consumer Product Safety Act (CPSA), 15 U.S.C. § 2055(b)(1), and 16 C.F.R. Part 1101, to comment on the accuracy of the information.

The staff has made every effort to assure that the enclosed information is accurate. If, however, the firm believes that the information is not accurate, please send comments to me. The firm's comments must be received within twenty-three calendar days of your receipt of this certified letter if they are to be considered. Please include with any comments specific information to support any claim that the information is not accurate. If the Commission decides to disclose the information, unchanged, over any accuracy objections, it will give the firm ten (10) working days notice, as required by section 6(b)(2) of the CPSA, 15 U.S.C. § 2055(b)(2).

Thank you for your continued cooperation in this matter. If you have any questions, please contact me at (301) 504-0608, extension 1353.

Sincerely,



James DeMarco
Compliance Officer
Recalls and Compliance Division

2

Page 3
RP990150

Enclosures:

Corrective Action Summary
Progress Report Form

cc: Consumer Product Safety Commission
Western Regional Center
1708 Arvada Drive
Richardson, TX 75081-2132

Judith Hayes, CRC
Tina Adeyeye, CRC

3

Voluntary Corrective Action Plans Under Section 15
of the Consumer Product Safety Act and
Section 15 of the Federal Hazardous Substances Act

The following is a list of voluntary corrective action plans recently accepted by the Commission (or the staff acting under authority delegated by the Commission). A firm's taking corrective action does not constitute admission by the firm that a substantial product hazard exists.

Space does not permit the staff to give a complete list of the specific model numbers of the products involved in each of these corrective actions. Consumers who believe that they have a product affected by one of these actions should follow the instructions given in this list or contact either the manufacturer or the Commission to determine if their product is one of those affected.

Monthly Progress Report for Corrective Action Plan

CASE #: **RP990150**

Compliance Officer: **James DeMarco**

Company Name: **Bell Sports, Inc.**

Product: **BICYCLE HELMET**

Reporting Dates, From: _____ To: _____

Total# of Affected Products: _____

I) PRODUCTS CORRECTED/CAPTURED BY YOUR FIRM:

Location of Products	Total Products	Corrections This Period	Total Corrections	Percentage Corrected
with Manufacturer	_____	_____	_____	_____
with Distributor	_____	_____	_____	_____
with Retailers	_____	_____	_____	_____
with Consumers	_____	_____	_____	_____
TOTAL:	_____	_____	_____	_____

II) NOTIFICATION MEASURES: (Using the categories listed below, record the number of notifications attempted by your firm during this reporting period, and record the total number of notifications to date.)

	Number for This Reporting Period	Total
Billing Insert	_____	_____
Direct Mail Letter	_____	_____
Magazine	_____	_____
Newspaper	_____	_____
Pediatrician Poster	_____	_____
Phone Call	_____	_____
Product Catalog	_____	_____
Radio	_____	_____
Retail Store Poster	_____	_____
Television	_____	_____
Video News Release	_____	_____
Web Site	_____	_____
Other/Unknown	_____	_____

III) CONSUMER AWARENESS: (Using the categories below, record the way, by numerical quantity, consumers told you they learned of the corrective action, i.e. consumer received direct mail, read magazine, etc.)

	Number for This Reporting Period	Total
Billing Insert	_____	_____
Direct Mail Letter	_____	_____
Magazine	_____	_____
Newspaper	_____	_____
Pediatrician Poster	_____	_____
Phone Call	_____	_____
Product Catalog	_____	_____
Radio	_____	_____
Retail Store Poster	_____	_____
Television	_____	_____
Video News Release	_____	_____
Web Site Hits	_____	_____
Other/Unknown	_____	_____

IV) Calls to 800 Number/Correspondence

	# From Customers This Reporting Period	Total
800 Number	_____	_____
E-mail	_____	_____
Written Requests	_____	_____

NOTE: Submit completed form by the **FIRST** of EACH MONTH to Tina Adeyeye at:
 United States Consumer Product Safety Commission, Office of Compliance
 4330 East West Highway, Room 613
 Bethesda, MD 20814

OR, fax report to (301) 504-0359. Address any questions to Ms. Adeyeye at (301) 504-0608, extension 1223

5

**Voluntary Corrective Action Plans Under
Section 15 of the Consumer Product Safety Act and
Section 15 of the Federal Hazardous Substances Act**

DATE	FIRM AND PRODUCT	ALLEGED HAZARD	REMEDY
00/00	Bell Sports, Inc. San Jose, CA 95119 BMX Bicycle Helmet - BELLISTIC, QUALIFIER, RHYTHM	If chinstrap of bike helmet fails, helmet can come off during a fall or crash	Fix and replace/re-work rivets from chinstrap to helmet; notify dealers, retailers and consumers; & press release, plus ads.





U.S. CONSUMER PRODUCT SAFETY COMMISSION

WASHINGTON, D.C. 20207

OFFICE OF COMPLIANCE
Recalls and Compliance Division
Email: jdemarco@cpsc.gov

APR 19 1999

James DeMarco
Compliance Officer
Tel: 301-504-0608, Ext. 1353
Fax: 301-504-0359

Certified Mail/Telecopy 408/362-9848

Dean McGuffee
Director of Quality
Bell Sports, Inc.
6350 San Ignacio Ave
San Jose, CA 95119

Re: CPSC RP990150
Bell Sports, Inc.
Bicycle Helmet Chinstrap

Dear Mr. McGuffee:

Thank you for your report of April 19, 1999 under section 15(b) of the Consumer Product Safety Act, as amended (CPSA), 15 U.S.C. § 2064(b). In your report, you identified a potential problem with a rivet used to fasten the helmet chinstrap to the helmet.

You also noted that the firm wishes to participate in the Commission's Fast Track Product Recall Program. This program, formerly called the No Preliminary Determination (No PD) Program, is described in the Federal Register of July 24, 1997, and in the enclosed materials. To participate in this program, your firm must initiate an acceptable corrective action plan no later than May 17, 1999, and you must also provide all of the information required to be included in a full report described at 16 C.F.R. § 1115(13)(d). If you have not done so already, we request that you provide a copy of your proposed corrective action plan (CAP), including all draft notice material, as soon as possible, but no later than May 4, 1999. To assure that the staff is able to evaluate the adequacy of the firm's proposed CAP prior to its initiation, please submit the requested full report information along with the proposed CAP.

When the corrective action program begins, the Office of Compliance will monitor the progress of the recall. The staff requests that the firm provide a list of retailers and distributors to whom your firm sold the product. The list should include firm name, address, and, if available,

the number of units shipped to each firm. Please provide the list sorted by postal zip code or state.

Information Disclosure

Section 6(b)(5) of the CPSA, 15 U.S.C. § 2055(b)(5), prohibits the release of information submitted under section 15(b) of the CPSA unless a remedial action plan has been accepted in writing, a complaint has been issued, or a firm consents to such release.

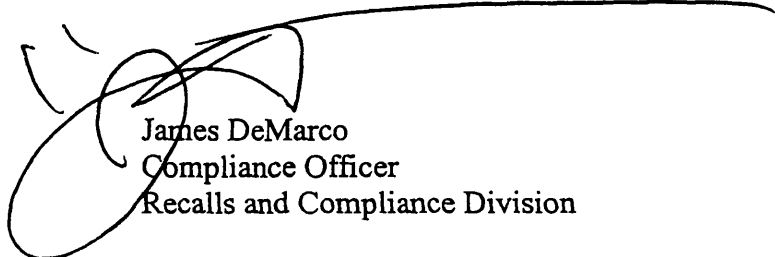
If the firm submits any information that it considers to be a trade secret, or confidential commercial or financial information, it must mark it "confidential" in accordance with section 6(a)(3) of the CPSA, as amended, 15 U.S.C. § 2055(a)(3). The Commission may not disclose to the public trade secret information or proprietary commercial or financial data. If the firm does not request confidential treatment at the time of its submission, or within ten days thereafter, the staff will assume that it does not consider information in the submission to be a trade secret or otherwise exempt from disclosure under section 6(a) of the CPSA and the Freedom of Information Act, 5 U.S.C. § 552(b)(4).

Continuing Obligation

The firm has a continuing obligation to supplement or correct its "Full Report." If, after filing the "Full Report," the firm receives or learns of information concerning other incidents or injuries, or information that affects the scope, prevalence or seriousness of the defect or hazard, it must report that information to this Division immediately.

If you seek assistance or if you have any questions, you may contact me by telephone on (301) 504-0608, extension 1353. For all overnight and/or direct delivery services, please address the material to Office of Compliance, U.S. Consumer Product Safety Commission, Room 613, 4330 East West Highway, Bethesda, MD 20814-4408. The Office of Compliance telefax number is (301) 504-0359.

Sincerely,



James DeMarco
Compliance Officer
Recalls and Compliance Division

Enclosure
CPSC Program Information

cc: Consumer Product Safety Commission



Page 3
RP990150

Western Regional Center
1708 Arvada Drive
Richardson, TX 75081-2132

9

site, still under construction, can be seen at <http://www.bellsports.com>. Bell also recently began making electronic filings with the Securities & Exchange Commission (SEC). Those filings can be found on the World Wide Web in the SEC's EDGAR electronic database. The company's most recent quarterly report was the first Bell document to appear in EDGAR.

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Last revised: March 27, 1999

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		<u>Helmets</u>		

<u>What's New</u>	<u>Playgrounds</u>	<u>Child Helmets</u>	<u>Standards</u>
		<u>Services</u>	

<u>Pamphlets</u>	<u>Press</u>	<u>Who We Are</u>	<u>Site Map</u>	<u>Index</u>
		<u>Links</u>	<u>Feedback</u>	

10

been positive and we are pleased with the results to date," Lee said.

Bell completed its acquisition of Giro Sport Design Jan. 22. Giro's financial information will be included in Bell's third quarter report. That quarter ends March 30.

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Bell Sports Profiting From Acquisitions, Consolidation

SCOTTSDALE, AZ Recent strategic moves, including the acquisition of Giro Sport Design and SportRack, a Canadian roof rack manufacturer, have apparently paid off for Bell Sports:

The company's profits totaled \$624,000 in its third quarter, which ended Mar. 30.

During the same quarter last year, Bell lost \$231,000. This year the company posted net sales of \$67.4 million in the quarter, up 8 percent from last year.

"Fiscal 1996 has been a year of transition and foundation building. The strategic actions have begun to produce the desired results-profitability," said Terry Lee, Bell's chairman and chief executive officer.

In the last 12 months, Bell has merged with American Recreation, introduced the Bell helmet brand into the mass market, bought Giro and SportRack, embarked on an aggressive advertising campaign that includes television spots, and began consolidating its U.S. operations in Northern California.

Bell also restructured its Canadian operations, ending its 12-year relationship with Norco, a Canadian distributor.

Bell products, including those sold under the Bell, Blackburn, Rhode Gear and VistaLite brands, will be distributed by CycleTech starting Aug. 1.

Norco will continue to sell and service Bell products until July 31. CycleTech recently moved its corporate office from Calgary to Bell's new Canadian headquarters in Granby, Quebec.

American Recreation bought CycleTech in 1994. When Bell merged with American Recreation last year, Canadians said it was only a matter of time before Bell pulled its products from Norco and gave them to CycleTech.

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Bicycle Retailer and Industry News

Vol 5, Number 10 June 15, 1996

Bell Investor Data to be on Internet Soon

SCOTTSDALE, AZ

Bell Sports' shareholders can now request financial information via e-mail. Make information requests by e-mailing sondral@bellsports.com. The company will begin posting key financial documents, including news releases, proxies and annual reports on its World Wide Web page in October. The Web

SCOTTSDALE, AZ Bell Sports executives are warning investors to expect a loss when the company's second quarter results are released. The quarter ended Dec. 30.

Terry Lee, Bell's chairman and chief executive officer, said the company was forced to take back \$2.5 million worth of helmets from a major mass-merchant retailer. The return, coupled with lower sales due to the soft retail environment, contributed to the expected loss.

Bell's third quarter will likely take a hit from lower production volumes resulting from the inventory return, Lee said.

"Despite the current sales environment, we continue to execute against our strategic objectives, streamline our organization and reduce our operating costs. Our goal is to be well-positioned when the retail environment improves," Lee said.

"On a positive note, the state of New York just adopted a children's helmet law for in-line skaters. This reinforces our belief that the world-wide helmet market will continue to grow," Lee said.

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Bell Posts Second Quarter Loss, Slow Retail Sales Partly to Blame

March 1, 1996

SCOTTSDALE, AZ - A weak retail market and an expensive investment in television advertising helped send second quarter revenue at Bell Sports spiraling downward as the company posted a \$985,000 loss.

The loss does not include consolidation costs and an inventory write up associated with Bell's merger with American Recreation last summer.

When those costs are included, Bell's second quarter loss hits \$7.7 million. Sales also dropped 6 percent to \$56.2 million, compared to \$59.6 million the previous year. Bell's second quarter closed at the end of December.

Despite the losses, the company's gross margins for the period increased to 28 percent, a point higher than the 27 percent posted a year ago.

Terry Lee, Bell's chief executive officer and chairman, blamed the poor performance on a weak retail market and Bell's investment in television advertising.

"Despite the difficult retail environment, we continue to execute against our strategic goals, which include diversifying our product lines and building the Bell helmet brand," he said.

"We are pleased with the progress we have made to date on the consolidation of American Recreation's operations into Bell Sports and we continue to build a strong foundation for future growth," Lee said.

Lee also pointed out that the introduction of Bell brand helmets into the mass market has been a major goal for the company.

"The introduction of the Bell helmet brand across all trade channels was largely completed by the end of the second quarter, with the remainder expected during the next three months. The initial response to Bell brand helmets in the mass merchant channel of trade, and the television advertising campaign, has

In 1985, Gentes left Blackburn, where he was a designer, to start Giro. The company's first product was an aerostyle triathlon helmet. In 1986 he introduced the ProLite, the lightweight, Lycra-covered helmet that built Giro's reputation as the most innovative, high-end helmet maker in the U.S.

While Bell never regained control of the upper high-end market, Giro was never able to follow Bell into the mass market

Two years ago Giro attempted to sell a line of LeMond helmets to mass merchants, but soon discovered it was unable to compete on price. And Giro's line of baseball cap-style helmets, the Fat Hat, also flopped.

"We realized what we're not It's not in our skill sets to go into the mass market. We're a high-price helmet maker," Gentes said.

After years of competing with Bell, Gentes is still adjusting to the situation. "Our industry is growing up. This is the way the business world works. It took a while to get over the competitiveness with Bell. I'm looking forward to working with Terry and learning about how a public company runs," Gentes said.

Competitors estimate Bell's and Giro's combined share of the specialty market at 50 to 70 percent. But they are betting that the two companies will be unable to maintain that market share now that they are together.

"I think Giro's product will go downhill," said Brent Knudson, who, as president of Epic Team Manufacturing, is in charge of Specialized's helmet program.

Specialized's research indicates that Specialized is ahead of Giro, but well behind Bell in specialty retail unit sales. But in dollar sales, Specialized is a close third behind Bell and Giro because of Giro's higher average price, Knudson said.

"We are really enthused about the opportunity this gives us to solidify our position," Knudson said.

It's easier to compete against one company than two, noted Al Stonehouse, president of Diamondback, which re-entered the helmet market last year with its Avenir brand.

"As they consolidate, they will gain some efficiencies that will help them compete. On the other hand, they will have more commonalty in their product and in the way they approach the market with programs. That gives a company like us more opportunity to be competitive," Stonehouse said.

"The purchase will probably have the desired affect of reducing the level of competition in the industry, which will cause an upward affect on helmet prices, which we would welcome," he said.

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National Helmet Standard Approaches

WASHINGTON D.C. The Consumer Product Safety Commission (CPSC) released the latest version of its proposed helmet standard Dec. 6. The final version is expected in June, said Randy Swart, director of the Bicycle Helmet Safety Institute. One year after the standards are released, all helmets sold in the U.S. must comply with the specifications. The draft rules are accessible on our Web site. Or the version printed by the U. S. Government Printing Office can be requested via e-mail from us at info@helmets.org.

Bell Expecting Weak Quarter

13

Photo Captions:

Specialized's Mountain Man has a new BrainLock retention system.

Avenir's 1996 Corsair DX.

Bell's Psycho Pro has a Full Nelson fitting system and a SandBlast finish.

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Bicycle Retailer and Industry News

Vol 5, Number 1 January 1, 1996

Bell Sports Adds Giro To Roster

By Steve Frothingham

SCOTTSDALE, AZ-"If you're number one and you can buy number two, it's usually a good idea."

That's how one Bell Sports executive described the company's latest move, the purchase of arch-competitor Giro Sports Design.

Bell officials expect to complete the sale in early January, following a 3-day filing period required by the Securities & Exchange Commission. The price paid for Giro, which did \$15 million in sales in 1994, is confidential.

"Giro's a great brand to add to our portfolio. We've always been a branded company," said Terry Lee, Bell's chief executive officer and chairman.

Lee is promising Giro executives that the Santa Cruz, California, company will continue to operate its sales, marketing and product development departments separately from Bell's other brands.

Giro also will have a separate booth from Bell Sports at this fall's trade shows.

It's a different strategy than Bell followed after purchasing Blackburn, VistaLite and Rhode Gear, which were lumped into Bell's retail division.

"The Giro acquisition was more strategic in terms of our longterm ability to lead the marketplace. Preserving the brand is more important than any dollars we could save consolidating sales and marketing," Lee said.

Lee also has no plans to sell Giro helmets in the mass market where Bell sells BSI, Bell and Cycle Products brands. "We don't need Giro there. It's a specialty brand," Lee said.

While Lee admits that Giro has been chipping away at Bell's market share lately, Bell is continuing to offer its Pro Series line exclusively to specialty retailers.

Staff at Giro's and Bell's specialty divisions will go head-to-head in the marketplace. "they'll be competing for bragging rights at the company picnic," joked Paul Thatcher, Bell's marketing communications manager.

Giro's founder, chief executive officer and largest shareholder, Jim Gentes, is continuing to work for the company, reporting to Lee. Bill Hannemann continues as Giro's president.

14

Retail Prices for Helmets Stabilize In the IBD Market

More Features, Same Price Point -- That's the Trend

by Steve Frothingham

EAST BRUNSWICK, NY -- As helmet prices in the mass market tumbled over the last two years, suppliers pointed to one company driving the trend-- Headstrong Group, formerly known as Renaissance Marketing.

While other suppliers hustled to meet Headstrong's low prices, the company kept staying one step ahead of the price curve.

Now, for Headstrong's competitors, there is some good news and some bad news.

The good news is that the company's chief executive officer, Dale Friedman, has declared that the mass merchant price plunge is over.

"It's clear that in the mass market retail prices have bottomed out. Retailers perceive no difference between \$7 and \$10 at wholesale prices," Friedman said.

But Friedman's other news could send a chill down the neck of some suppliers.

"For the second half of 1995 and for 1996, our focus is on growth in the specialty side of the business. We believe a typical retailer should have a helmet at \$12.95. They can compete with a mass merchant who sells the same helmet for \$9.95 because consumers would rather buy from a specialty store," he said.

Besides offering helmets at \$12.95, Headstrong is delivering two new licensed brands, the Ironman and BodyGlove. Those products are being sold only to specialty retailers, he said.

The company's specialty market helmets will sell for more than \$12, but not much more. For example, one combo pack includes Headstrong's new sports glasses and a helmet for \$34.95.

Other specialty retail suppliers are holding the line on retail prices this year, after watching price points slip for the last two seasons.

Suppliers like Bell, Giro, Troxel and Specialized are reluctant to offer helmets with suggested retail prices much under \$30.

"We don't think there's a need for us to make a \$25 helmet and it's not good for retailers to sell a \$25 helmet. There's still a consumer out there who will pay a lot of money for a technical product," said Greg Shapleigh at Giro.

While maintaining the same price points as last year, most companies are offering better products. Even Giro is joining in, Shapleigh admits.

"Our Roc Loc system used to be just a high-end feature, but now it's on all our adult helmets," he said.

Suppliers are adding visors, back-of-the-head retention systems, better packaging and more venting on lower and lower priced models.

The newest trend is for matte-finished helmets. Giro, Bell, Troxel, Specialized and others are offering versions of the new, yet much duller colors.

15

However, its pending merger with American Recreation, another major supplier of helmets to the mass market, would make the company a formidable competitor when it comes to pricing helmets sold through discount outlets.

And Bell's decision reflects--to some degree--the pressure mass market buyers are putting on companies like Bell, which has a strong brand name, to put that name in front of their customers.

"It doesn't come as a huge surprise. Mass merchants are demanding brand names instead of off-brands. This is an acknowledgment of that market," said Katrin Tobin at Giro Sport Design.

Giro also has sold lower price-point helmets through mass merchant outlets. "The helmet market is becoming a commodity market and it's dependent upon volume," Tobin said,

Bell helmet sales, like others in the industry, have been stagnant. That slow-down is due, in part, to the delay in passage of mandatory helmet laws in some states, Lee said.

As demand has flattened, price pressure from new suppliers is turning the market into a battle over pennies. "We're watching it turn into a commodity market and, as the market leader, we feel we have a responsibility to try to stop that and give the public a choice between a low-priced helmet and a value-added, brand name product at a higher price," he said.

The average retail price of a helmet is now \$15, down from \$30 five years ago, analysts estimate.

Although Lee said his company is avoiding a head-to-head price war with suppliers like Headstrong, Bell is continuing to offer its mass merchant customers BSI helmets that wholesale for less than \$10 per helmet.

Its new Bell-branded mass merchant line will start at \$30 and is being positioned as a high-end mass merchant product, Lee said. The line will focus on infant, children and youth models.

To help spur demand, Bell plans to spend at least \$8 million during its 1996 fiscal year, which begins July 1, on advertising and promotion. The \$8 million campaign is Bell's largest.

"And that's a minimum. We may spend more. It will be enough to make a difference," said Lee, who predicts that the campaign will push customers into specialty shops as well as mass merchant outlets.

"The TV ads won't tell someone where to buy a helmet, but they will push the Bell brand. People who shop at specialty stores will go there to get them. People who shop at mass merchants will go there. I can't justify a national ad campaign like this without mass distribution of the brand," he said.

Goodby, Silverstein & Partners, formerly the advertising agency for Specialized, is preparing the campaign. It will include television spots on major networks and cable outlets like MTV and ESPN.

Bell also is planning to increase its advertising to enthusiasts through consumer magazines. Some of those advertisements will include listings of Bell retailers. Bell's other brands, Rhode Gear, Blackburn and Vistalite, will continue to be sold through specialty retailers only, Lee said.

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Bicycle Retailer and Industry News -- NEWSLINES

September 1, 1995, Page 144

16

Bicycle Retailer and Industry News

July 1, 1995

Bell Helmets Will Be Sold In Mass Market

By Steve Frothingham and Jason Krantz

SCOTTSDALE, AZ - In a major Policy shift Bell Sports will soon begin selling lower-priced, Bell-brand helmets through mass merchant outlets like WalMart Toys R Us.

While Bell has long sold its BSI brand to discounters, it has reserved the Bell name for specialty retailers. Bell executives are bracing for an angry reaction.

To stem that anger, Bell is developing a new line of helmets strictly for the specialty retail channel, calling it the Bell Pro Series. It will be introduced in mid-July.

Bell also will sell the lower-priced Bell and BSI helmets in addition to the Bell Pro Series to specialty retailers. And Bell will offer retailers its lowest volume price on BSI models, even for those who buy in small quantities, said Terry Lee, Bell's chief executive officer.

In the past, some retailers have asked to carry the BSI line, but Bell reserved it for mass merchant sales only

"We're doing this to make a point. The IBD channel of trade is important to us. If they want to compete with the mass merchants, they can, although I don't think that's really what they should be concentrating on," Lee said.

Bell will continue to use specialty retailers to introduce new, value-added technology through its Bell Pro Series. "This business is very product-driven and specialty retailers remain the best place to introduce new technology," Lee said.

To sweeten the policy change, Bell also is offering additional dating incentives and discounts to retailers who increase their annual business with Bell by 20 percent or more.

Jay Graves, who owns the Bike Gallery in Portland, Oregon, is taking a measured view of Bell's decision.

"If the mass merchants are selling at retail prices, which has been the case around here, it won't be much of a problem. If they sell at a discount, then we generally don't carry the brand," Graves said.

Still, Graves, like others, wonders whether Bell's decision will cheapen its brand name.

"I wonder, if by doing that, whether it will make the helmets less popular? And a company sells through a mass merchant, I wonder how viable their product will be in the future?" Graves asked.

Bill Marengo, at the Bicycle Emporium in Auburn, California, shrugged the decision off. "Big 5 has Bell Sports stuff. So it's nothing new," he said.

Bell's decision reflects what is increasingly becoming a commodity-driven market. Hyper-competition from low-cost producers, price pressure and flattening sales are slicing deeply into manufacturer margins. And Bell's stock price continues to show little sign of improvement, a fact not lost on shareholders.

17

Snell has seen its market share decline over the past year as Bell Sports Inc. and others began using the ASTM standard to certify helmets. By using an ASTM standard, companies are cutting costs by eliminating the more expensive testing procedures required for Snell certification.

So why is a senator from New Mexico so interested in bicycle helmet standards?

Dr. Hal Fenner, president of the Snell Memorial Foundation, practices medicine in Hobbs, a small, southern New Mexico community best known for oil and high school football.

Fenner has been acquainted with Domenici for years. "I've known him for a long time, but we have not been close. I'm not what you would call a politician," Fenner said.

So call it constituent service. Or as Agnes Cecile Oczon, an aide to Domenici put it, 'It's much easier for someone from New Mexico to see the senator than it is for someone from outside the state.'

Last November, after Domenici had met with Fenner and several others from Snell, the senator sent a letter to the CPSC. The letter urged CPSC commissioners to immediately adopt Snell's standards as interim standards until the CPSC adopts its permanent, mandatory standards by 1997. He also urged the CPSC to make Snell's standards mandatory.

A CPSC official declined to comment on Domenici's letter or Congress's plans for the CPSC.

"I never comment or make predictions about what Congress is planning to do," said Ken Giles, a CPSC public affairs officer. Currently, the CPSC has a \$42 million budget and is responsible for overseeing enforcement of hundreds of federal regulations. The agency's entire enforcement budget is approximately \$14 million. Last year, Snell spent more than \$2.2 million just testing and certifying helmets.

Asked if there were sufficient funds to oversee independent testing of helmets and enforcement of guidelines, Giles said the CPSC has various mechanisms at its disposal.

If a helmet fails to meet mandatory standards, the CPSC can order a recall. It also can levy fines up to \$1.25 million, although Giles acknowledges fines that steep are rare.

As Fenner points out, Snell is the only organization that requires, as a condition of certification, that manufacturers participate in aftermarket testing.

"Senator Domenici was very interested in the fact that we have the most stringent testing standards available and that we require aftermarket testing," Fenner said.

"If the CPSC adopts the Snell B-95 standard as the mandatory standard, they don't have to look after anything else. The senator also was impressed by the fact that we are a non-profit organization and that we support research," he said.

As for cost, Fenner said manufacturers must pay Snell 30 or 35 cents for each Snell sticker, depending upon credit. The numbered stickers allow a manufacturer to track potentially defective helmets and the stickers self-destruct if removed. Manufacturers also must pay for helmets purchased at random from retailers and for the tests. Bell estimated that its total cost to participate in Snell's testing program came to about 63 cents per helmet

Snell has testing facilities in Sacramento, California, St James, New York and in Great Britain.

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18



Bicycle Helmet Safety Institute

Articles from *Bicycle Retailer and Industry News*

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Bicycle Retailer and Industry News

Vol 4, Number 7 May 1, 1995

U.S. Senator Gives Snell A Big Boost

By Steve Frothingham and Mark Sani

WASHINGTON, DC-If a U.S. senator has his way, all helmets sold nationwide in 1997 will meet the Snell Memorial Foundation's B-95 and N-94 standards.

Sen. Pete Domenici, who is asking the Consumer Product Safety Commission (CPSC) to adopt Snell's standards as mandatory, is no Washington D.C. rookie.

Domenici, R-New Mexico, is chairman of the Senate's powerful Budget Committee, with oversight of CPSC's funding. When Domenici speaks, bureaucrats listen.

Domenici, who assumed the committee chairmanship as a result of the Republican's sweep in to power last November, also is a recognized expert on federal budgeting and finance.

Legislation passed in 1994, the Children's Bicycle Helmet Safety Act, required the CPSC to adopt interim mandatory standards by March 15. The CPSC named seven different standards, including Snell's, as its interim standards.

The act also requires the CPSC to develop or adopt a national helmet standard within two years.

Domenici contends that a decision by the CPSC to permanently adopt Snell's standards, currently the most stringent in the industry, would save taxpayers money.

How? The CPSC could avoid the cost of developing its own standards and it would place enforcement of a national standard in the hands of a non-profit agency, Snell.

"This proven enforcement mechanism could allow the CPSC to reduce expenditures on enforcing standards. I encourage the commission to consider Snell's long history of Dedication to safety and take into account- its proven compliance program when it determines the final standards," Domenici said.

Such a decision would make ASTM and ANSI standards irrelevant. It also would require that all U.S. helmet manufacturers pay Snell to test and certify their helmets, a cost that would be passed on to consumers.



features

Road Test
Reynolds Roundup

Features
Fall Furloughs

Columns
Hydration

Hardware
4 Skid Lids

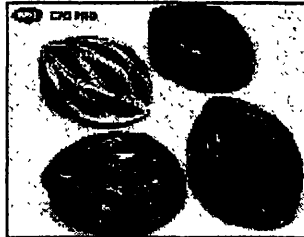
Departments
Hot Tubes: Joe Bell

**Archives/
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Global racing coverage
SCOOP
All the latest news



1997 Bell Evo Pro



The EVO Pro's sub-8-ounce weight was courtesy of extra-large vents that will help channel air and score high on the head-scratch factor.

When Giro introduced its Helios road lid last year, it was billed as the ultimate roadie helmet. Helmet giant Bell has now responded with its EVO Pro road helmet, available this October.

This lid is the top model in the company's Fusion line, which refers to the construction method—an in-mold microshell. The EVO Pro has what Bell terms a "unique and original look." The \$84.99 EVO Pro is cheaper than many high-zoot models, which can run over \$125. Bell gives a 7.5-ounce weight on the lid, accomplished partly by the presence of 15 huge vents that provide variable speed venting (high speed in the front, low speed in the back). We can't say whether it does or not, but the vents should air you out well. The helmet retains all the features of the Fusion line, such as 38-inch straps and Full Nelson fit system. Contact Bell Sports at (800)456-BELL, <http://www.bellsports.com>.

-J.L.



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Author: James A. DeMarco at CPSC-HQ2

Date: 4/21/99 8:53 AM

Normal

TO: "McGuffee Dean" <Dean_McGuffee@bellsport.com> at INTERNET-MAIL

Subject: Re[2]: RP99-150 Bell Helmet chinstrap rivet Recall

----- Message Contents

PLEASE REVIEW ATTACHED WITH CHANGES AND CALL ME WITH
QUESTIONS. I.E. WEB SITE, 800# ETC.

Reply Separator

Subject: RE: RP99-150 Bell Helmet chinstrap rivet Recall

Author: "McGuffee Dean" <Dean_McGuffee@bellsport.com> at INTERNET-MAIL

Date: 4/20/99 4:36 PM

Jay,

Attached is the first draft of the joint PR letter. I used the samples that you sent to me via fax for this draft. Please review it and let me know your comments, suggestions, or changes. Also, would you please return via e-mail to me the right address and contact that I am to ship the sample helmets to. Please review the attached and let me know as soon as possible.

Thanks,

Dean

-----Original Message-----

From: jdemarco@cpsc.gov [mailto:jdemarco@cpsc.gov]

Sent: Monday, April 19, 1999 9:26 AM

To: Dean_McGuffee@bellsport.com

Subject: RP99-150 Bell Helmet chinstrap rivet Recall

Dean,

Hope you got both my DRAFT report ltr and the original. I am going to need a few more things from you, although you did make a near complete e-mail report, I was certainly impressed. The following is still required but may not be too difficult to obtain:

- 1) samples of a helmet with OLD rivets/chinstrap and Replacement; 2 of each should be adequate..for ESME to look over. If you have any technical reports or evaluations include them too.
- 2) All the UPC codes? Or the range?
- 3) DRAFT of poster and Joint Press Release, I can send examples via FAX;
- 4) Copies of letters sent to dealers, retailers and consumers...after calls or FAXes.

Call me with questions etc. 301-504-0608 x 1353 anytime

22


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*              April 21, 1999                        9:05am
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23

In cooperation with the U.S. Consumer Products Safety Commission (CPSC), Bell Sports Inc., of San Jose, CA are voluntarily recalling 5,889 helmets used for BMX bicycle riding/racing and Downhill Mountain biking/racing. A potential defect with improperly set retention strap rivets could allow the helmet to come off of the riders head in the event of a fall or an accident. If the helmet were to come off during an accident, serious head injury could result.

Bell Sports, Inc, is aware of one incident, without injury, where the chin strap assembly became detached from a Rhythm model helmet during an accident. Bell Sports is unaware of any other reported incidences.

The models affected are sold under the names Rhythum, Bellistic, and Qualifier. The date codes for the helmets are October 98 through March 99. They were sold at over _____ (number) _____ authorized Bell dealers nationwide, [or sold at K-Mart; Walmart, etc.?], for between \$90-\$125. The affected helmets have the model name (above) on the outer shell of the helmet and come in the following colors: _____.

Consumers/owners should immediately stop using the helmets and take the helmet to - ? place of purchase, mail to Bell, etc. - for complete refund or replacement helmet with the improved chinstrap rivets. For more information or to locate the nearest bell Sports, Inc. dealers to you call: 800-???-???? between the hours of 9am and 5 pm PST M-F.

Consumers can also contact bell thru their website at: _____.[THIS IS A VERY GOOD IDEA, ONE THE COMMISSIONERS ARE MORE AND MORE PLEASED TO SEE...WILL YOU BE ISSUING NOTICE OF THE RECALL ON YOUR WEB PAGE OR SITE?????]

24

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22

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*****
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28

Author: James A. DeMarco at CPSC-HQ2

Date: 4/28/99 11:17 AM

Normal

TO: "McGuffee Dean" <Dean_McGuffee@bellsport.com> at INTERNET-MAIL

Subject: Re[6]: RP99-150 Bell Helmet chinstrap rivet Recall

----- Message Contents

Dean

If poster is similar to Performance and other example I sent; and mentioned CPSC and it's cooperation and monitoring of the effectiveness; and there is the "Post for 120 days" on bottom. Go with it. There was no attachment to this doc. I had the PR changed and will FAX you copy to be sent out tomorrow in a.m. about 10 EST. Thanks for all your hlep this was a very rapid and hopefully effective CAP.

Reply Separator

Subject: RE: Re[4]: RP99-150 Bell Helmet chinstrap rivet Recall

Author: "McGuffee Dean" <Dean_McGuffee@bellsport.com> at INTERNET-MAIL

Date: 4/27/99 4:01 PM

Jay,

Attached is a draft of the poster for the dealers to post in the retail stores. We used the sample posters that you sent to me, (I did get them). We used our notice to consumers and the samples you sent to draft this poster. Please review and comment. I will have our art department start on the official poster once you have approved. We will make it 11 1/2 x 17. I believe that this is the size you indicated is preferred. Also, I left you a voice mail today regarding the PR release. Everything is complete except for where we talk about the color of the helmets. In my draft that I sent to you, I also stated that the helmet comes in white. In this last draft the color white was omitted. Please have that added back and the PR will be complete.

Thanks,

Dean

-----Original Message-----

From: jdemarco@cpsc.gov [mailto:jdemarco@cpsc.gov]

Sent: Friday, April 23, 1999 12:27 PM

To: Dean_McGuffee@bellsport.com

Subject: Re[4]: RP99-150 Bell Helmet chinstrap rivet Recall

Dean

A few more questions, before I send OIPAs DRAFT back to you:
Where did the only incident occur? city state, at a BMX
race?

Can you supply a random list of the retailer so we can do
effectiveness checks via telephone, maybe 50 or so accross
the county?

Is the helmet made in US? Tiawan? China?

jay

29

Reply Separator

Subject: RE: Re[2]: RP99-150 Bell Helmet chinstrap rivet Recall Author:
"McGuffee Dean" <Dean_McGuffee@bellsport.com> at INTERNET-MAIL Date:
4/21/99 11:20 AM

Thanks for the draft. I have modified it only a little to add the items that you raised. Please review it and get back to me. Also, during our investigation, we have found that some helmets do not have the model designation sticker on the inside of the helmet. In order to help the consumer to easily identify if there helmet falls under this recall, I would suggest that we place a digital photo of each helmet model at the end of the PR announcement. What do you think? As far as the helmet not having a model designation sticker, I have already started the CAR to ensure that it does not happen again.

Thanks for your help.

Dean

-----Original Message-----

From: jdemarco@cpsc.gov [mailto:jdemarco@cpsc.gov]
Sent: Wednesday, April 21, 1999 6:54 AM
To: Dean_McGuffee@bellsport.com
Subject: Re[2]: RP99-150 Bell Helmet chinstrap rivet Recall

PLEASE REVIEW ATTACHED WITH CHANGES AND CALL ME WITH
QUESTIONS. I.E. WEB SITE, 800# ETC.

Reply Separator

Subject: RE: RP99-150 Bell Helmet chinstrap rivet Recall
Author: "McGuffee Dean" <Dean_McGuffee@bellsport.com> at INTERNET-MAIL
Date: 4/20/99 4:36 PM

Jay,

Attached is the first draft of the joint PR letter. I used the samples that you sent to me via fax for this draft. Please review it and let me know your comments, suggestions, or changes. Also, would you please return via e-mail to me the right address and contact that I am to ship the sample helmets to. Please review the attached and let me know as soon as possible.

Thanks,

Dean

-----Original Message-----

From: jdemarco@cpsc.gov [mailto:jdemarco@cpsc.gov]
Sent: Monday, April 19, 1999 9:26 AM
To: Dean_McGuffee@bellsport.com
Subject: RP99-150 Bell Helmet chinstrap rivet Recall



Dean,

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- 1) samples of a helmet with OLD rivets/chinstrap and Replacement; 2 of each should be adequate..for ESME to look over. If you have any technical reports or evaluations include them too.
- 2) All the UPC codes? Or the range?
- 3) DRAFT of poster and Joint Press Release, I can send examples via FAX;
- 4) Copies of letters sent to dealers, retailers and consumers...after calls or FAXes.

Call me with questions etc. 301-504-0608 x 1353 anytime

31

Monthly Progress Report for Corrective Action Plan

CASE #: RP990150

Compliance Officer: James DeMarco

Company Name: Bell Sports, Inc.

Product: BICYCLE HELMET

Reporting Dates, From: 7-31-99 To: 8-27-99 Total# of Affected Products: _____

D) PRODUCTS CORRECTED/CAPTURED BY YOUR FIRM:

Location of Products	Total Products	Corrections This Period	Total Corrections	Percentage Corrected
with Manufacturer	_____	_____	_____	_____
with Distributor	_____	_____	_____	_____
with Retailers	_____	<u>51</u>	_____	_____
with Consumers	<u>4 n/k</u>	<u>8</u>	<u>126</u>	_____
TOTAL:	_____	_____	_____	_____

II) NOTIFICATION MEASURES: (Using the categories listed below, record the number of notifications attempted by your firm during this reporting period, and record the total number of notifications to date.)

	Number for This Reporting Period	Total
Billing Insert	_____	_____
Direct Mail Letter	_____	_____
Magazine	_____	_____
Newspaper	_____	_____
Pediatrician Poster	_____	_____
Phone Call	_____	_____
Product Catalog	_____	_____
Radio	_____	_____
Retail Store Poster	_____	_____
Television	_____	_____
Video News Release	_____	_____
Web Site	_____	_____
Other/Unknown	_____	_____

III) CONSUMER AWARENESS: (Using the categories below, record the way, by numerical quantity, consumers told you they learned of the corrective action, i.e. consumer received direct mail, read magazine, etc.)

	Number for This Reporting Period	Total
Billing Insert	<u>0</u>	<u>0</u>
Direct Mail Letter	<u>4</u>	<u>99</u>
Magazine	<u>4</u>	<u>32</u>
Newspaper	<u>3</u>	<u>42</u>
Pediatrician Poster	<u>0</u>	<u>0</u>
Phone Call	<u>0</u>	<u>19</u>
Product Catalog	<u>0</u>	<u>0</u>
Radio	<u>0</u>	<u>0</u>
Retail Store Poster	<u>0</u>	<u>1</u>
Television	<u>0</u>	<u>117</u>
Video News Release	<u>0</u>	<u>0</u>
Web Site Hits	<u>3</u>	<u>21</u>
Other/Unknown	<u>8</u>	<u>157</u>
IV) Calls to 800 Number/Correspondence	<u>22</u>	<u>489</u>

	# From Customers This Reporting Period	Total
800 Number	<u>19</u>	<u>468</u>
E-mail	<u>3</u>	<u>21</u>
Written Requests	<u>0</u>	<u>0</u>

NOTE: Submit completed form by the FIRST of EACH MONTH to Tina Adeyeye at:
United States Consumer Product Safety Commission, Office of Compliance
4330 East West Highway, Room 613
Bethesda, MD 20814

OR, fax report to (301) 504-0359. Address any questions to Ms. Adeyeye at (301) 504-0608, extension 1223

JKD

RECALL EFFECTIVENESS CHECK - SUMMARY

1. TO: ATTN: Recall Coordinator Tina Adeyeye		2. Assignment # 990514CRC0864 Sample# <i>RM9015D</i>	
		3. MIS: 32442	
4. FROM: Robert I. Webb, Jr./MASC INVESTIGATOR OFFICE		5. HOURS EXPENDED TRAVEL 1.0 2.5	
6. TYPE OF FOLLOW-UP: <input checked="" type="checkbox"/> ON-SITE TELEPHONE		7. DATE INSPECTED: 7/7/99	
8. FIRM INSPECTED: Name: Bike Line Address: 5 Bel Air So. Pkwy City/State/Zip: Bel air, MD., 21015		9. FIRM INITIATING THE RECALL: Name: Bell Sports, Inc. Address: Route 136 East City/State/Zip: Rantoul, IL., 61866	
10. PRODUCT RECALLED: Bicycle helmets		11. HAZARD: Defective retention system	
12. TYPE OF CONSIGNEE: Wholesaler <input checked="" type="checkbox"/> Retailer Consumer OtherSpecify			
13. PERSON(S) INTERVIEWED: Name & Title: James E. Brooks, Owner Name & Title:			
14. WAS FIRM NOTIFIED OF RECALL? No <input checked="" type="checkbox"/> Yes METHOD & DATE OF NOTIFICATION: Letter, unknown date RECALL NOTIFICATION PRESENTED TO INVESTIGATOR? <input checked="" type="checkbox"/> No Yes (Notice Date):			
15. DID FIRM FOLLOW RECALL INSTRUCTIONS? N/A No <input checked="" type="checkbox"/> Yes WAS PRODUCT TAKEN OFF SALE? <input checked="" type="checkbox"/> No Yes Date:			
16. WAS SUB-RECALL INVOLVED? N/A <input checked="" type="checkbox"/> No Yes (If "Yes" discuss details/mechanism under "REMARKS")			
17. WERE RECALL/REPURCHASE OR CORRECTIVE ACTION PLAN NOTIFICATION SIGNS POSTED? N/A <input checked="" type="checkbox"/> No Yes			
18. INVENTORY OF RECALLED PRODUCT: a. Initial inventory received of the recalled product: 10 b. Inventory at time of notification: 10 c. Inventory at time of inspection: 0 d. Number of returns: 10			
19. DISPOSITION OF RECALLED PRODUCT: Returned to manufacturer for store credit NUMBER OF PRODUCTS DISPOSED: 10			
20. INJURIES OR COMPLAINTS: N/A <input checked="" type="checkbox"/> None Yes (Report by separate memo)			
21. REMARKS: The firm recieved notice of the recall before any of the ten originally recieved helmets could be offered for sale to consumers. No posters were present during this check.			
22. INVESTIGATOR AND DATE: <i>Robert I. Webb, Jr.</i>			
23. ENDORSEMENT:			
SUPERVISOR AND DATE: [] [/ /]			

U.S. CONSUMER PRODUCT SAFETY COMMISSION

990514 CRC 080.4

NOTICE OF INSPECTION

1. DATE
7/7/99

2. TIME
11:30 A.M. _____ P.M.

3. FROM (Area Office and Address)
U. S. CONSUMER PRODUCT SAFETY COMMISSION
4330 East West Highway
Bethesda, MD 20814

A. NAME AND TITLE OF INDIVIDUAL
Jim E. Rooks, owner

B. FIRM NAME
Bike Line

4. TO

C. NUMBER AND STREET ADDRESS
5 Belaire So. Parkway

D. CITY, STATE AND ZIP CODE
Belaire, MD 21015

Notice of inspection is hereby given pursuant to:

- Flammable Fabrics Act (15 U.S.C. 1191 *et seq.*);
- Federal Trade Commission Act (15 U.S.C. 41 *et seq.*);
- Sections 16, 19 and 27 of the Consumer Product Safety Act (15 U.S.C. 2065, 2068 and 2076)
- Section 704(a) of the Federal Food, Drug, and Cosmetic Act (21 U.S.C. 374(a)) [Authority for inspections in connection with the Poison Prevention Packaging Act of 1970 (15 U.S.C. 1471 *et seq.*)] and/or
- Section 11(b) of the Federal Hazardous Substances Act as Amended (15 U.S.C. 1270(b)).

Refer to the back of this form for a discussion of inspectional authority and for pertinent statutory language.

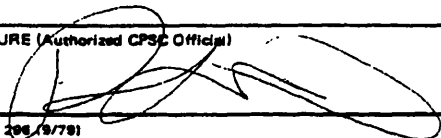
5. PURPOSES OF INSPECTION AND NATURE OF INFORMATION TO BE OBTAINED AND/OR COPIED.

The purpose of this inspection is to obtain information; to review and obtain copies of items including but not limited to records, reports, books, documents; and labeling; and to obtain samples, in order to enforce or determine compliance with the Acts administered by the Consumer Product Safety Commission.

6. FREEDOM OF INFORMATION REQUIREMENTS

Those from whom information is requested should state whether any of the information submitted is believed to contain or relate to a trade secret or other matter which should be considered by the Commission to be confidential and whether any of the information is believed to be entitled to exemption from disclosure by the Commission under the provisions of the Freedom of Information Act (15 U.S.C. 552). Any statement asserting this claim of confidentiality must be in writing, and any request for exemption of the information from disclosure must be made in accordance with the Commission's Freedom of Information Act regulations. 16 CFR Part 1015.

7. SIGNATURE (Authorized CPSC Official)



34

RECALL EFFECTIVENESS CHECK - SUMMARY

1. TO: <i>DeMarco Compliance/PTB</i> ATTN: Recall Coordinator Paul Phillips, Fort Lauderdale Office CPSC	2. Assignment # <i>990514220860</i> Sample\RN# 3. MIS: 32442
4. FROM: Barb Millar Consumer Services Florida INVESTIGATOR OFFICE	5. HOURS EXPENDED 1 TRAVEL None required
6. TYPE OF FOLLOW-UP ON-SITE <u>TELEPHONE</u> Request for Recall Effectiveness Checks	7. DATE INSPECTED: JULY 8, 1999
8. FIRM INSPECTED: Name: Streit's Schwinn Cyclery Address: 1274 E. Silver Spring Blvd. City/State/Zip: Ocala, Florida 34470	9. FIRM INITIATING THE RECALL: Name: Bell Sports Inc Address: Route 136 East City/State/Zip: Rantoul, Illinois 61866
10. PRODUCT RECALLED: 1999 Model Qualifier, Rhythm and Bellistic BMX and Downhill Bicycle Racing Helmets	11. HAZARD: retention strap rivet failing
12. TYPE OF CONSIGNEE: Wholesaler Retailer <input checked="" type="checkbox"/> Consumer Other/Specify	
13. PERSON(S) INTERVIEWED: Name and Title: Bill Castongue, co-owner	
14. WAS FIRM NOTIFIED OF RECALL? [] No [<input checked="" type="checkbox"/>] Yes METHOD & DATE OF NOTIFICATION: Mailed, Helmets mailed back and replaced within a month. <i>APRIL 1999</i> RECALL NOTIFICATION PRESENTED TO INVESTIGATOR? [<input checked="" type="checkbox"/>] No [] Yes (Notice Date) n/a wasn't there physically	
15. DID FIRM FOLLOW RECALL INSTRUCTIONS? [] N/A [] No [<input checked="" type="checkbox"/>] Yes WAS PRODUCT TAKEN OFF SALE? [] No [<input checked="" type="checkbox"/>] Yes Date:	
16. WAS SUB-RECALL INVOLVED? [<input checked="" type="checkbox"/>] N/A [] No [] Yes (If "Yes" discuss details/mechanisms under "REMARKS")	
17. WERE RECALL/PURCHASE OR CORRECTIVE ACTION PLAN NOTIFICATION SIGNS POSTED? [] No [<input checked="" type="checkbox"/>] Yes	
18. INVENTORY OF RECALL PRODUCT: a. Initial inventory received of the recalled product: 7 units b. Inventory at time of notification: 7 units c. Inventory at time of inspection: d. Number of returns: 7 were replaced	
19. DISPOSITION OF RECALLED PRODUCT: The co-owner reported complete satisfaction - all units replaced with safe and comparable Helmets.	
20. INJURIES OR COMPLAINTS: [] N/A [<input checked="" type="checkbox"/>] None [] Yes (Report by separate memo)	
21. REMARKS: Bill Castongue from Streit's Schwinn Cyclery had nothing but praises and accolades about the fast and professional way Bell Sports have dealt with them over the years.	
22. INVESTIGATOR AND DATE: Barb C. Millar, Tallahassee - Mayo Building, Department of Agriculture and Consumer Services July 9, 99 <i>Barb Miller</i>	
23. ENDORSEMENT: Recall was more than adequately resolved.	

8/23/99
36

CPSC Form 307 (8/80)[Adapted for WP for Windows 10/93][HP Laserjet III Printer 10/93]

RECALL EFFECTIVENESS CHECK - SUMMARY

1. TO: <i>J. De Marco Compliance/FTR</i> ATTN: Recall Coordinator Paul Phillips, Fort Lauderdale Office CPSC	2. Assignment # <i>990514CRC0861</i> Sample/RN#
3. MIS: 32442	
4. FROM: Barb Millar Consumer Services Florida INVESTIGATOR OFFICE	5. HOURS EXPENDED 1 TRAVEL None required
6. TYPE OF FOLLOW-UP ON-SITE <u>TELEPHONE</u> Request for Recall Effectiveness Checks	7. DATE INSPECTED: JULY 8, 1999
8. FIRM INSPECTED: Name: A.J. Barnes Bicycle Emporium Address: 11244 Park Blvd. City/State/Zip: Seminole, FL 33772	9. FIRM INITIATING THE RECALL: Name: Bell Sports Inc Address: Route 136 East City/State/Zip: Rantoul, Illinois 61866
10. PRODUCT RECALLED: 1999 Model Qualifier, Rhythm and Bellistic BMX and Downhill Bicycle Racing Helmets	11. HAZARD: retention strap rivet failing
12. TYPE OF CONSIGNEE: Wholesaler Retailer <input checked="" type="checkbox"/> Consumer Other/Specify	
13. PERSON(S) INTERVIEWED: Name and Title: Adam Beland, Manager	
14. WAS FIRM NOTIFIED OF RECALL? [] No [<input checked="" type="checkbox"/>] Yes METHOD & DATE OF NOTIFICATION: Mailed, Helmets mailed back and replaced within a month. <i>APRIL 1999</i> RECALL NOTIFICATION PRESENTED TO INVESTIGATOR? [<input checked="" type="checkbox"/>] No [] Yes (Notice Date) n/a wasn't there physically	
15. DID FIRM FOLLOW RECALL INSTRUCTIONS? [] N/A [] No [<input checked="" type="checkbox"/>] Yes WAS PRODUCT TAKEN OFF SALE? [] No [<input checked="" type="checkbox"/>] Yes Date:	
16. WAS SUB-RECALL INVOLVED? [<input checked="" type="checkbox"/>] N/A [] No [] Yes (If "Yes" discuss details/mechanisms under "REMARKS")	
17. WERE RECALL/PURCHASE OR CORRECTIVE ACTION PLAN NOTIFICATION SIGNS POSTED? [] No [<input checked="" type="checkbox"/>] Yes	
18. INVENTORY OF RECALL PRODUCT: a. Initial Inventory received of the recalled product: 6 units b. Inventory at time of notification: 6 units c. Inventory at time of inspection: d. Number of returns: 6 were replaced	
19. DISPOSITION OF RECALLED PRODUCT: manager reported complete satisfaction - all units replaced with safe and comparable Helmets.	
20. INJURIES OR COMPLAINTS: [] N/A [<input checked="" type="checkbox"/>] None [] Yes (Report by separate memo)	
21. REMARKS: The manager reported that this corporation is very efficient and customer satisfaction is high on Bell's list.	
22. INVESTIGATOR AND DATE: Barb C. Millar, Tallahassee - Mayo Building, Department of Agriculture and Consumer Services July 9, 99 <i>Barb C. Millar</i>	
23. ENDORSEMENT: Recall was more than adequately resolved. <div style="text-align: center; font-size: 1.5em; font-family: cursive;"> <i>SMC 8/23/99</i> </div>	
CPSC Form 307 (8/80) [Adapted for WP for Windows 10/93] [HP Laserjet III Printer 10/93]	

37

RECALL EFFECTIVENESS CHECK -- SUMMARY

1. TO: <i>ATTN: Recall Coordinator</i> CRC, Jay Demarco	2. Assignment # 990514CRC0858 <i>Sample#</i> 3. MIS: 32442
4. FROM: Bridgette D. Cottral, FOCR INVESTIGATOR OFFICE	5. HOURS EXPENDED <i>TRAVEL</i> 2 hr 1 hr
6. TYPE OF FOLLOW-UP: <input checked="" type="checkbox"/> ON-SITE TELEPHONE	7. DATE INSPECTED: 8/16/99
8. FIRM INSPECTED: Name: DeKalb Schwinn Cyclery Address: 534 E. Lincoln Hwy City/State/Zip: DeKalb, IL 60115	9. FIRM INITIATING THE RECALL: Name: Bell Sports Address: Route 136 East City/State/Zip: Rantoul, IL 61866
10. PRODUCT RECALLED: Bicycle Helmet	11. HAZARD: Head Injury
12. TYPE OF CONSIGNEE: Wholesaler <input checked="" type="checkbox"/> Retailer Consumer OtherSpecify	
13. PERSON(S) INTERVIEWED: Name & Title: Howard Smith, Manager Name & Title:	
14. WAS FIRM NOTIFIED OF RECALL? No <input checked="" type="checkbox"/> Yes METHOD & DATE OF NOTIFICATION: Letter 11/98 RECALL NOTIFICATION PRESENTED TO INVESTIGATOR? <input checked="" type="checkbox"/> No Yes(Notice Date):	
15. DID FIRM FOLLOW RECALL INSTRUCTIONS? N/A <input checked="" type="checkbox"/> No Yes WAS PRODUCT TAKEN OFF SALE? No <input checked="" type="checkbox"/> Yes Date: 5/12/99	
16. WAS SUB-RECALL INVOLVED? N/A <input checked="" type="checkbox"/> No Yes (If "Yes" discuss details/mechanism under "REMARKS")	
17. WERE RECALL/REPURCHASE OR CORRECTIVE ACTION PLAN NOTIFICATION SIGNS POSTED? N/A <input checked="" type="checkbox"/> No Yes	
18. INVENTORY OF RECALLED PRODUCT: a. Initial inventory received of the recalled product: Unknown b. Inventory at time of notification: 6 units c. Inventory at time of inspection: 0 units d. Number of returns: 0 units	
19. DISPOSITION OF RECALLED PRODUCT: These units were returned to Bell Sports on 8/11/1999. NUMBER OF PRODUCTS DISPOSED: 6 units	
20. INJURIES OR COMPLAINTS: N/A <input checked="" type="checkbox"/> None Yes (Report by separate memo)	
21. REMARKS: In 7/1999, Mr. Smith became the new store manager. At that time, he observed these helmets for sale. He had previous knowledge of the recall, that was conducted at the retail store he worked, last 11/1998. He found a letter informing this store of the recall, dated 11/1998, He contacted Bell Sports about the recall and they issued a recall tag and arranged pick-up of these 6 units on 8/11/1999. No recall notice was posted. I provided Mr. Smith with a poster and he agreed to post this for 180 days.	
22. INVESTIGATOR AND DATE: Bridgette D. Cottral, 8/19/1999	
23. ENDORSEMENT: Notified - sign not posted.	

SUPERVISOR AND DATE: [John R. Vece

] [8/23/99]

38

U.S. CONSUMER PRODUCT SAFETY COMMISSION
NOTICE OF INSPECTION

1. DATE
8/16/1999
2. TIME
9:40 P.M.

3. FROM (Area Office and Address)
FOCR

A. NAME AND TITLE OF INDIVIDUAL
Howard Smith Manager
B. FIRM NAME
De Kalb Schwinn Cyclery
4. TO
C. NUMBER AND STREET ADDRESS
534 E Lincoln Hwy
D. CITY, STATE AND ZIP CODE
De Kalb, IL 60115

Notice of Inspection is hereby given pursuant to:
815-758-2403

- Flammable Fabrics Act (15 U.S.C. 1191 et seq.);
- Federal Trade Commission Act (15 U.S.C. 41 et seq.);
- Sections 16, 19 and 27 of the Consumer Product Safety Act (15 U.S.C. 2065, 2068 and 2076)
- Section 704(a) of the Federal Food, Drug, and Cosmetic Act (21 U.S.C. 374(a)) [Authority for inspections in connection with the Poison Prevention Packaging Act of 1970 (15 U.S.C. 1471 et seq.)] and/or
- Section 11(b) of the Federal Hazardous Substances Act as Amended (15 U.S.C. 1270(b)).

Refer to the back of this form for a discussion of inspectional authority and for pertinent statutory language.

5. PURPOSES OF INSPECTION AND NATURE OF INFORMATION TO BE OBTAINED AND/OR COPIED.

The purpose of this inspection is to obtain information; to review and obtain copies of items including but not limited to records, reports, books, documents; and labeling; and to obtain samples, in order to enforce or determine compliance with the Acts administered by the Consumer Product Safety Commission.

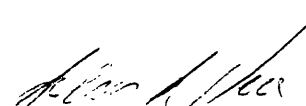
6. FREEDOM OF INFORMATION REQUIREMENTS

Those from whom information is requested should state whether any of the information submitted is believed to contain or relate to a trade secret or other matter which should be considered by the Commission to be confidential and whether any of the information is believed to be entitled to exemption from disclosure by the Commission under the provisions of the Freedom of Information Act (15 U.S.C. 552). Any statement asserting this claim of confidentiality must be in writing, and any request for exemption of the information from disclosure must be made in accordance with the Commission's Freedom of Information Act regulations, 16 CFR Part 1015.

7. SIGNATURE (Authorized CPSC Official)
Little D. Colwell, Investigator

39

RECALL EFFECTIVENESS CHECK -- SUMMARY

1. TO: ATTN: Recall Coordinator FOCR		2. Assignment # 990514CRC0859 Sample# none taken	
		3. MIS: 32442	
4. FROM: William P Fergus, FOCR INVESTIGATOR OFFICE		5. HOURS EXPENDED 2 TRAVEL .5	
6. TYPE OF FOLLOW-UP: <input checked="" type="checkbox"/> ON-SITE <input type="checkbox"/> TELEPHONE		7. DATE INSPECTED: 6/10/99	
8. FIRM INSPECTED: Name: Mikes Bikes of Gurnee, Inc. Address: 4641 Grand Ave. City/State/Zip: Gurnee, IL 60031		9. FIRM INITIATING THE RECALL: Name: Bell Sports Address: Route 136 East City/State/Zip: Rantoul, IL 61866	
10. PRODUCT RECALLED: Bicycle helmets		11. HAZARD: manufacturing defect	
12. TYPE OF CONSIGNEE: Wholesaler <input type="checkbox"/> Retailer <input checked="" type="checkbox"/> Consumer <input type="checkbox"/> OtherSpecify <input type="checkbox"/>			
13. PERSON(S) INTERVIEWED: Name & Title: Mike Kerrigan, President Name & Title:			
14. WAS FIRM NOTIFIED OF RECALL? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes METHOD & DATE OF NOTIFICATION: RECALL NOTIFICATION PRESENTED TO INVESTIGATOR? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes(Notice Date):			
15. DID FIRM FOLLOW RECALL INSTRUCTIONS? <input checked="" type="checkbox"/> N/A <input type="checkbox"/> No <input type="checkbox"/> Yes WAS PRODUCT TAKEN OFF SALE? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes Date:			
16. WAS SUB-RECALL INVOLVED? <input checked="" type="checkbox"/> N/A <input type="checkbox"/> No <input type="checkbox"/> Yes (If "Yes" discuss details/mechanism under "REMARKS")			
17. WERE RECALL/REPURCHASE OR CORRECTIVE ACTION PLAN NOTIFICATION SIGNS POSTED? N/A <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes			
18. INVENTORY OF RECALLED PRODUCT: a. Initial inventory received of the recalled product: 0 b. Inventory at time of notification: 0 c. Inventory at time of inspection: 0 d. Number of returns: 0			
19. DISPOSITION OF RECALLED PRODUCT: This store did not purchase any of these helmets. NUMBER OF PRODUCTS DISPOSED: n/a			
20. INJURIES OR COMPLAINTS: N/A <input checked="" type="checkbox"/> None <input type="checkbox"/> Yes (Report by separate memo)			
21. REMARKS: This store did not order any of the recalled products and was not notified by Bell Sports of the recall			
22. INVESTIGATOR AND DATE: William Fergus 6/10/99			
23. ENDORSEMENT: Not notified. Never ordered.			
SUPERVISOR AND DATE: [John R. Vece ] [6/17/99]			

40

U.S. CONSUMER PRODUCT SAFETY COMMISSION

NOTICE OF INSPECTION

1. DATE 6-10-99.	3. FROM (Area Office and Address) FOCR 230 S Dearborn 2944 Chicago IL 60604
2. TIME 8:00 A.M. 2:05 P.M.	

4. TO	A. NAME AND TITLE OF INDIVIDUAL Mike Keerigan, President
	B. FIRM NAME MIKES BIKES OF GURNEE, IL
	C. NUMBER AND STREET ADDRESS 4641 GRAND AVE.
	D. CITY, STATE AND ZIP CODE GURNEE IL 60031

Notice of Inspection is hereby given pursuant to:

- Flammable Fabrics Act (15 U.S.C. 1191 *et seq.*);
- Federal Trade Commission Act (15 U.S.C. 41 *et seq.*);
- Sections 16, 19 and 27 of the Consumer Product Safety Act (15 U.S.C. 2065, 2068 and 2076)
- Section 704(a) of the Federal Food, Drug, and Cosmetic Act (21 U.S.C. 374(a)) [Authority for inspections in connection with the Poison Prevention Packaging Act of 1970 (15 U.S.C. 1471 *et seq.*)] and/or
- Section 11(b) of the Federal Hazardous Substances Act as Amended (15 U.S.C. 1270(b)).

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Part 1015.

7. SIGNATURE (Authorized CPSC Official)

Will P. Torgue

News from CPSC

U.S. Consumer Product Safety Commission

Office of Information and Public Affairs

Washington, D.C. 20207

Washington, D.C. 20207

For Immediate Release
April 29, 1999
Release # 99-1

Release

Contact: Kim Dulic
(301) 504-0580 Ext. 1183

CPSC, Bell Sports Inc.

Announce Recall of Bicycle Helmets

WASHINGTON, D.C. (CPSC), Bell Sports Inc. announced today that it is voluntarily recalling about 5,800 bicycle helmets used for BMX and downhill mountain biking and racing. A defect with the helmets' chin strap rivets can result in the helmet coming off the rider's head in the event of a fall or crash. If the helmet comes off, serious head injury could result.

Washington, D.C. – In cooperation with the U.S. Consumer Product Safety Commission (CPSC), Bell Sports Inc., of San Jose, Calif., is voluntarily recalling about 5,800 bicycle helmets used for BMX and downhill mountain biking and racing. A defect with the helmets' chin strap rivets can result in the helmet coming off the rider's head in the event of a fall or crash. If the helmet comes off, serious head injury could result.

Bell Sports is aware of one incident where the chin strap assembly became detached from a helmet during a crash. No injury was reported.

Bell Sports is aware of one incident where the chin strap assembly became detached from a helmet during a crash. No injury was reported.

These helmets are red, green, black, white and "Tear Away," which is multicolored. They were sold under the model names Rhythm, Bellistic and Qualifier, which is written on their packaging. The recalled helmets have date stickers inside reading October 1998 through March 1999. "BELL" is written on the sides of these helmets and on the visors.

These helmets are red, green, black, white and "Tear Away," which is multicolored. They were sold under the model names Rhythm, Bellistic and Qualifier, which is written on their packaging. The recalled helmets have date stickers inside reading October 1998 through March 1999. "BELL" is written on the sides of these helmets and on the visors.



Rhythm



Bellistic



Qualifier

Independent bicycle dealers nationwide sold these helmets from October 1999 through April 1999 for between \$90 and \$125.

Consumers should stop using these helmets immediately, until they are repaired or replaced. For more information, consumers should call Bell Sports at (800) 456-BELL between 8 a.m. and 5 p.m. CDT Monday through Friday. For a free replacement helmet, including shipping costs, consumers should mail their helmets to Bell Sports Inc., Route 136 East, Rantoul, IL 61866, ATTN: BMX Department. Consumers also can contact Bell Sports through their website at www.bellsports.com.

The U.S. Consumer Product Safety Commission protects the public from unreasonable risks of injury or death from 15,000 types of consumer products under the agency's jurisdiction. To report a dangerous product or a product-related injury, call CPSC's hotline at (800) 638-2772 or CPSC's teletypewriter at (800) 638-8270, or visit CPSC's web site at <http://www.cpsc.gov/talk.html>. For information on CPSC's fax-on-demand service, call the above numbers or visit the web site at <http://cpsc.gov/about/who.html>. To order a press release through fax-on-demand, call (301) 504-0051 from the handset of your fax machine and enter the release number. Consumers can obtain this release and recall information at CPSC's web site at <http://www.cpsc.gov>. To establish a link from your web site to this press release on CPSC's web site, create a link to the following address: <http://www.cpsc.gov/cpscpub/prerel/prhtml99/99104.html>. ####
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Editor's Note: To access a full-color version of the product photo in JPEG (JPG) format, go to this press release on CPSC's web site at:

<http://www.cpsc.gov/cpscpub/prerel/prhtml99/99104.html>

To download, place the cursor on the image, click and hold the mouse button (right mouse button for PC users), and use the "save as" menu to save the image in the desired location.

Receive Press Releases by Email: To subscribe to this convenient service, send an email containing your full name, position, organization, mailing address, email address, phone number and fax number to: kdulic@cpsc.gov.

43



DATE: April 23, 1999

Mr. Jay DeMarco
Sr. Compliance Officer
US CPSC – 6th Floor
Room 613.07
4330 East West Highway
Bethesda, MD 20814

Dear Jay,

Enclosed are the additional materials required as part of the filing described in 16 CFR 1115 (13)(d). I believe that I have enclosed everything that we discussed on the phone. The enclosed binder is tabbed with the following sections:

1. Dealer Notice
2. Consumer Notice
3. Technical Drawings
4. UPC Codes / Price List
5. Draft Joint PR Release (including sample photos)

I have also enclosed the computer print out of the sales records. These sales were to the independent bicycle dealers that purchased the helmets. I apologize for the bulkiness of the report. This is the only way that I can provide the sales information with the format that you requested. I have also enclosed, in the front pocket of the binder, a diskette containing digital photos of the helmets. This should make it easier in completing the joint PR under CPSC letterhead. I have also enclosed a 1999 Bell helmet catalogue for your review. I have not sent you a draft of the consumer poster at this time. Our plan once the joint PR is approved is to either copy this to a poster for retail display or to copy the recall notice already sent out. Your advice on this matter will be greatly appreciated.

If there is any other information that you require, please do not hesitate to contact me.

Regards,

A handwritten signature in black ink, appearing to read "Dean McGuffee", written in a cursive style.

Dean McGuffee
Director of Quality
Ph: (408) 574-3505
FX: (408) 362-9848

44

1998







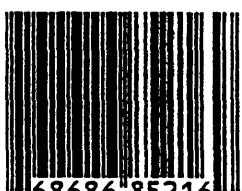

shorty

blackburn



Rhoda Gear

45

Qualifer Pro	Black	S	7500	85212	768686 85212 1	 7 68686 85212 1
Qualifer Pro	Black	M	7500	85213	768686 85213 8	 7 68686 85213 8
Qualifer Pro	Black	L	7500	85214	768686 85214 5	 7 68686 85214 5
Qualifer Pro	White	S	7500	85215	768686 85215 2	 7 68686 85215 2
Qualifer Pro	White	M	7500	85216	768686 85216 9	 7 68686 85216 9
Qualifer Pro	White	L	7500	85217	768686 85217 6	 7 68686 85217 6

46

Rhythm Pro	Tear Away	S	7500	85218	768686 85218 3
Rhythm Pro	Tear Away	M	7500	85219	768686 85219 0
Rhythm Pro	Tear Away	L	7500	85220	768686 85220 6
Rhythm Pro	Black	S	7500	85221	768686 85221 3
Rhythm Pro	Black	M	7500	85222	768686 85222 0
Rhythm Pro	Black	L	7500	85223	768686 85223 7



Rhythm Pro	White	S	7500	85224	768686 85224 4
Rhythm Pro	White	M	7500	85225	768686 85225 1
Rhythm Pro	White	L	7500	85226	768686 85226 8
Bellistic	Red	S	7500	85227	768686 85227 5
Bellistic	Red	M	7500	85228	768686 85228 2
Bellistic	Red	L	7500	85229	768686 85229 9



48

Bellistic	Green	S	7500	85230	768686 85230 5
Bellistic	Green	M	7500	85231	768686 85231 2
Bellistic	Green	L	7500	85232	768686 85232 9



49



1999 Order Form



Order # _____ Order \$ _____ Date: _____ Page _____ of _____
 Acct # _____ Ship To: _____ Bill To: _____
 Contact _____ Comments: _____ Sales Rep: _____

	Size	Part #	Retail Price	Whsl. Cost	Qty	Total
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DOWNHILL SERIES

Bellistic Pro			\$124.99	\$71.25		
Bright Red	S	750085227				
Bright Red	M	750085228				
Bright Red	L	750085229				
Bright Green	S	750085230				
Bright Green	M	750085231				
Bright Green	L	750085232				

BMX SERIES

Rhythm Pro			\$124.99	\$71.25		
Tear Away	S	750085218				
Tear Away	M	750085219				
Tear Away	L	750085220				
Black	S	750085221	\$114.99	\$65.55		
Black	M	750085222				
Black	L	750085223				
White	S	750085224				
White	M	750085225				
White	L	750085226				

Qualifier

Qualifier			\$89.99	\$49.50		
Black	S	750085212				
Black	M	750085213				
Black	L	750085214				
White	S	750085215				
White	M	750085216				
White	L	750085217				

FUSION SERIES

InterCooler Pro			\$149.99	\$85.50		
Charcoal/White	S	750084206				
Charcoal/White	M	750084207				
Charcoal/White	L	750084208				
Red	S	750084209				
Red	M	750084210				
Red	L	750084211				
Yellow	S	750084212				
Yellow	M	750084213				
Yellow	L	750084214				
Blue	S	750084230				
Blue	M	750084231				
Blue	L	750084232				

	Size	Part #	Retail Price	Whsl. Cost	Qty	Total
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FUSION SERIES

Rubicon Pro			\$134.99	\$76.95		
Silver Pearl	S	750085188				
Silver Pearl	M	750085189				
Silver Pearl	L	750085190				
Red Hot	S	750085191				
Red Hot	M	750085192				
Red Hot	L	750085193				
Blue Frost	S	750085194				
Blue Frost	M	750085195				
Blue Frost	L	750085196				
Green Envy	S	750085197				
Green Envy	M	750085198				
Green Envy	L	750085199				

Envy Pro

Envy Pro			\$124.99	\$71.25		
White	S	750085245				
White	M	750085246				
White	L	750085247				
Yellow	S	750085248				
Yellow	M	750085249				
Yellow	L	750085250				

Nemesis 2 Pro

Nemesis 2 Pro			\$99.99	\$55.00		
Iridescent White	S	750085176				
Iridescent White	M	750085177				
Iridescent White	L	750085178				
Red Slash	S	750085179				
Red Slash	M	750085180				
Red Slash	L	750085181				
Blue Slash	S	750085182				
Blue Slash	M	750085183				
Blue Slash	L	750085184				
Mango Madness	S	750085185				
Mango Madness	M	750085186				
Mango Madness	L	750085187				

EVO₂ Pro

EVO₂ Pro			\$84.99	\$46.75		
White	S	750085167				
White	M	750085168				
White	L	750085169				
Teal Blue	S	750085170				
Teal Blue	M	750085171				
Teal Blue	L	750085172				

50

On cooperation with the U.S. Consumer Products Safety Commission (CPSC), Bell Sports Inc., of San Jose, CA are voluntarily recalling 5889 helmets used for BMX riding/racing and Downhill Mountain biking/racing. A potential defect with improperly set retention strap rivets could allow the helmet to be ejected in an accident. If the helmet were to be ejected during an accident, serious head injury could result.

Bell is aware of one incident where the chin strap assembly became detached from a Rhythum model helmet during an accident. No injuries resulted from this accident. Bell Sports is unaware of any other reported incidences.

The models affected are sold under the names Rhythum, Bellistic, and Qualifier. The date codes for the helmets are October 98 through March 99.

1st Dist
rec'd
4/20

51

Author: "McGuffee Dean" <Dean_McGuffee@bellsport.com> at INTERNET-MAIL

Date: 4/20/99 4:36 PM

Normal

TO: jdemarco@cpsc.gov at internet-mail

BCC: James A. DeMarco at CPSC-HQ2

Subject: RE: RP99-150 Bell Helmet chinstrap rivet Recall

----- Message Contents

Jay,

Attached is the first draft of the joint PR letter. I used the samples that you sent to me via fax for this draft. Please review it and let me know your comments, suggestions, or changes. Also, would you please return via e-mail to me the right address and contact that I am to ship the sample helmets to. Please review the attached and let me know as soon as possible.

Thanks,

Dean

-----Original Message-----

From: jdemarco@cpsc.gov [mailto:jdemarco@cpsc.gov]

Sent: Monday, April 19, 1999 9:26 AM

To: Dean_McGuffee@bellsport.com

Subject: RP99-150 Bell Helmet chinstrap rivet Recall

Dean,

Hope you got both my DRAFT report ltr and the original. I am going to need a few more things from you, although you did make a near complete e-mail report, I was certainly impressed. The following is still required but may not be too difficult to obtain:

- 1) samples of a helmet with OLD rivets/chinstrap and Replacement; 2 of each should be adequate..for ESME to look over. If you have any technical reports or evaluations include them too.
- 2) All the UPC codes? Or the range?
- 3) DRAFT of poster and Joint Press Release, I can send examples via FAX;
- 4) Copies of letters sent to dealers, retailers and consumers...after calls or FAXes.

Call me with questions etc. 301-504-0608 x 1353 anytime

52

Author: "McGuffee Dean" <Dean_McGuffee@bellsport.com> at INTERNET-MAIL

Date: 4/20/99 1:23 PM

Normal

TO: jdemarco@cpsc.gov at internet-mail

BCC: James A. DeMarco at CPSC-HQ2

Subject: RE: RP99-150 Bell Helmet chinstrap rivet Recall

----- Message Contents

Jay,

Thanks for your response. I have received all copies that you have faxed to me. I received this morning the copies of the joint PR drafts. We are reviewing these drafts to incorporate our notice. When we have a draft, I will fax it to you for your review. Also, I have 2 helmets that have been repaired and 2 that we consider defective. I am ready to send these to you via Fed EX, but would like to know exactly where and whom to ship them to. I will mark on the outside of the box "Repaired" or "Defective" so you will be able to determine which helmets are which. My plan is to send to you by the end of this week, copies of the letters to retailers, shipment information, UPC codes, and the draft joint PR. Please let me know ASAP where to ship the helmets to.

Again, thanks for your help.

Dean

-----Original Message-----

From: jdemarco@cpsc.gov [mailto:jdemarco@cpsc.gov]

Sent: Monday, April 19, 1999 9:26 AM

To: Dean_McGuffee@bellsport.com

Subject: RP99-150 Bell Helmet chinstrap rivet Recall

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Call me with questions etc. 301-504-0608 x 1353 anytime

53

MODE = MEMORY TRANSMISSION START=APR-20 09:09 END=APR-20 09:11

FILE NO. = 187

STN NO.	COM	ABBR NO.	STATION NAME/TEL.NO.	PAGES	DURATION
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-CPSC COMPLIANCE -

***** -301 504 0359 - ***** - 301 504 0359- *****

U.S. CONSUMER PRODUCT SAFETY COMMISSION

FACSIMILE TRANSMITTAL SHEET

TO: DEAM MCGUFFEE	FROM: JAY DEMARCO
COMPANY: BELL SPORTS INC.	DATE: 04/20/99
FAX NUMBER: 408/362-9848	TOTAL NO. OF PAGES INCLUDING COVER: 8+
PHONE NUMBER: 301-504-0608	SENDER'S REFERENCE NUMBER: RP99-150
RE: RECALL NOTICE EXAMPLES	YOUR REFERENCE NUMBER:

URGENT FOR REVIEW PLEASE COMMENT PLEASE REPLY PLEASE RECYCLE

NOTES/COMMENTS:

Dean, Attached are examples of Joint PRs. Recently done. Please follow format and included info very closely and we will avoid lengthy negotiations. Also, posters should be 8.5 x 11 or larger - we prefer 11' x 17"... with noted posting for 120 to 180 days. Mention ... "this recall is being done in cooperation with the US CPSC who will be monitoring the recall for effectiveness..." or words to that effect. Run 1st DRAFTS thru me and we'll go ASAP! Also can you ship helmet samples OVERNIGHT? Thanks for your help and cooperations.

54

U.S. CONSUMER PRODUCT SAFETY COMMISSION

FACSIMILE TRANSMITTAL SHEET

TO: DEAM MCGUFFEE	FROM: JAY DEMARCO
COMPANY: BELL SPORTS INC.	DATE: 04/20/99
FAX NUMBER: 408/362-9848	TOTAL NO. OF PAGES INCLUDING COVER: 8+
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NOTES/COMMENTS:

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News from CPSC

U.S. Consumer Product Safety Commission

Office of Information and Public Affairs

Washington, D.C. 20207

For Immediate Release
March 17, 1999
Release # 99-080

Contact: Mark Ross
(301) 504-0580 Ext. 1188

CPSC, Dah Ken Industrial Co., and RST USA Announce Recall of Bicycle Front Suspension Forks

WASHINGTON, D.C. - In cooperation with the U.S. Consumer Product Safety Commission (CPSC), Dah Ken Industrial Co. Ltd., of Taiwan, R.O.C., and RST USA, of Aliso Viejo, Calif., are voluntarily recalling about 3,300 bicycle front suspension forks. These forks can break apart, causing the rider to lose control, resulting in serious injury.

CPSC and RST USA are aware of two reports of these forks breaking apart while in use. Injuries to riders include a broken nose, facial abrasions and lacerations, and broken teeth.

These Hi-5 and Hi-5 MOZO front suspension forks, which are used on mountain bikes', were sold in red, dark gray, purple, yellow, orange and silver colors. These forks have stickers on both fork legs reading, "RST Hi-5" or "RST Hi-5 MOZO."



-more-

56

Authorized RST USA bicycle dealers nationwide sold these forks between February 1997 and October 1998 for about \$400. These forks also were sold on Haro, GT, Giant and Marin bicycles.

Consumers should stop riding bicycles equipped with these recalled suspension forks immediately. A free replacement fork will be installed at no charge by any authorized RST USA dealer. To locate your nearest dealer or for more information, consumers should call RST USA at (800) 227-6778 between 7:30 a.m. and 4:30 p.m. PST Monday through Friday.

Dah Ken Industrial Co. Ltd. manufactured these front suspension forks, and RST USA imported and distributed them in the United States.

The U.S. Consumer Product Safety Commission protects the public from unreasonable risks of injury or death from 15,000 types of consumer products under the agency's jurisdiction. To report a dangerous product or a product-related injury, call CPSC's hotline at (800) 638-2772 or CPSC's teletypewriter at (800) 638-8270, or visit CPSC's web site at <http://www.cpsc.gov/talk.html>. For information on CPSC's fax-on-demand service, call the above numbers or visit the web site at (<http://cpsc.gov/about/who.html>). To order a press release through fax-on-demand, call (301) 504-0051 from the handset of your fax machine and enter the release number. Consumers can obtain this release and recall information at CPSC's web site at <http://www.cpsc.gov>. To establish a link from your web site to this press release on CPSC's web site, create a link to the following address: <http://www.cpsc.gov/cpscpub/prerel/prhtml99/99080.html>.

####

Editor's Note: To access a full-color version of the product photo in JPEG (JPG) format, go to this press release on CPSC's web site at:

<http://www.cpsc.gov/cpscpub/prerel/prhtml99/99080.html>

To download, place the cursor on the image, click and hold the mouse button (right mouse button for PC users), and use the "save as" menu to save the image in the desired location.

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57

News from CPSC

U.S. Consumer Product Safety Commission

Office of Information and Public Affairs

Washington, D.C. 20207

For Immediate Release
February 4, 1999
Release # 99-057

Contact: Mark Ross
(301) 504-0580 Ext. 1188

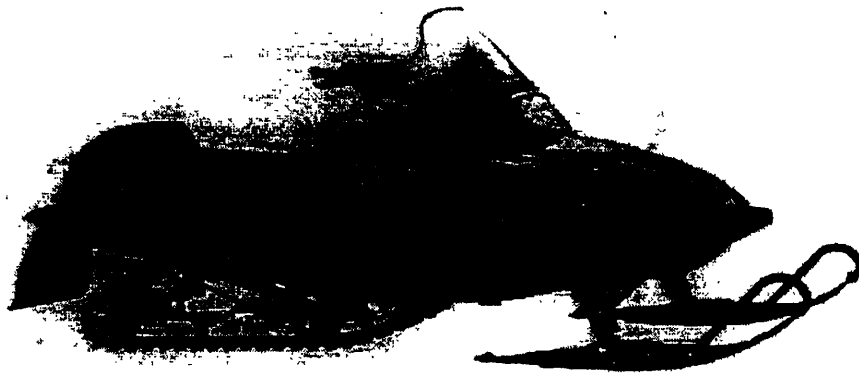
CPSC, Arctic Cat Inc. Announce Recall of 1999-Model Snowmobiles

WASHINGTON, D.C. - In cooperation with the U.S. Consumer Product Safety Commission (CPSC), Arctic Cat Inc., of Thief River Falls, Minn., is recalling about 11,500 snowmobiles. These 1999-model snowmobiles could have faulty drive clutches due to the use of a contaminated alloy in manufacturing. If the clutch sheave fails, broken pieces could strike consumers, causing lacerations or bruises.

CPSC and Arctic Cat are not aware of any injuries or incidents involving these snowmobiles. This recall is being conducted to prevent the possibility of injuries.

These following model 1999 Arctic Cat snowmobile are being recalled:

P/S 700 LE	P/S 700	Z 370
Z 370 International	Z 440	Z 440 Sno-Pro
ZR 440 Sno-Pro	ZL 500 EFI	ZR 500 EFI
ZR 600	ZR 600 LB	ZR 700
ZRT 800	Thundercat	



"ARCTIC CAT"

and the model name can be found on the side of the snowmobile. These snowmobiles are painted either white, green, black or a combination of these colors.

58

-more-

(cat) -2-

Authorized Arctic Cat dealers sold these snowmobiles nationwide between October 1998 and November 1998 for between \$4,000 and \$8,000.

Consumers should stop using these snowmobiles immediately, and take them to an authorized Arctic Cat Dealer for a free repair. For more information, call Arctic Cat at (800) 210-5941 between 8 a.m. and 5 p.m CST Monday through Friday.

The U.S. Consumer Product Safety Commission protects the public from unreasonable risks of injury or death from 15,000 types of consumer products under the agency's jurisdiction. To report a dangerous product or a product-related injury and for information on CPSC's fax-on-demand service, call CPSC's hotline at (800) 638-2772 or CPSC's teletypewriter at (800) 638-8270. To order a press release through fax-on-demand, call (301) 504-0051 from the handset of your fax machine and enter the release number. Consumers can obtain this release and recall information at CPSC's web site at <http://www.cpsc.gov> or via Internet gopher services at gopher.cpsc.gov. Consumers can report product hazards to info@cpsc.gov. To establish a link from your web site to this press release on CPSC's web site, create a link to the following address: <http://www.cpsc.gov/cpscpub/prerelease/prhtml99/99057.html>. ###

Editor's Note: To access a full-color version of the product photo in JPEG (JPG) format, go to this press release on CPSC's web site at:

<http://www.cpsc.gov/cpscpub/prerelease/prhtml99/99057.html>

To download, place the cursor on the image, click and hold the mouse button (right mouse button for PC users), and use the "save as" menu to save the image in the desired location.

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59

News from CPSC

U.S. Consumer Product Safety Commission

Office of Information and Public Affairs

Washington, D.C. 20207

For Immediate Release
March 3, 1999
Release # 99-071

Contact: Mark Ross
(301) 504-0580 Ext. 1188

CPSC, Schwinn Cycling & Fitness Announce Recall of BMX Bicycles

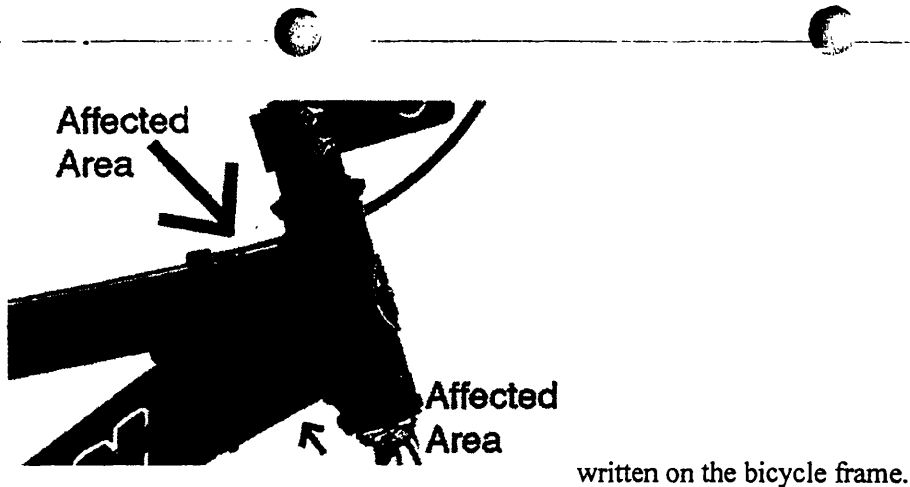
WASHINGTON, D.C. - In cooperation with the U.S. Consumer Product Safety Commission (CPSC), Schwinn Cycling & Fitness, of Boulder, Colo., is recalling approximately 2,800 BMX bicycles. Cracking can occur where the top and down tubes of the bicycle frame join the head tube, below the handlebar stem. These tubes could break apart, potentially causing the rider to lose control and fall.

Schwinn is aware of 21 reports of bicycle frames cracking during use. No injuries have been reported.

These are 1998-model Pro Stock 3 bicycles sold in both the 20-inch and 24-inch wheel sizes. The 20-inch size bicycles were sold painted black or orange, and the 24-inch size bicycles were sold painted black or green. The 24-inch model also is known as the BMX Cruiser model. These bicycles have the date code "4008" printed on a label located on the front of the head tube, below the handlebar stem. "SCHWINN" and "3 PRO STOCK" are



40



-more-

(schwinn) -2-

Authorized Schwinn dealers nationwide sold these bicycles from February 1998 through December 1998 for about \$300.

Consumers should immediately stop riding these bicycles and take them to an authorized Schwinn dealer to have a new, replacement frame installed free of charge. To locate your local Schwinn dealer or for more information, consumers should call Schwinn at (800) SCHWINN between 8 a.m. and 5 p.m. MST Monday through Friday. Consumers also can contact Schwinn at its website at <http://www.schwinn.com>.

The U.S. Consumer Product Safety Commission protects the public from unreasonable risks of injury or death from 15,000 types of consumer products under the agency's jurisdiction. To report a dangerous product or a product-related injury and for information on CPSC's fax-on-demand service, call CPSC's hotline at (800) 638-2772 or CPSC's teletypewriter at (800) 638-8270. To order a press release through fax-on-demand, call (301) 504-0051 from the handset of your fax machine and enter the release number. Consumers can obtain this release and recall information at CPSC's web site at <http://www.cpsc.gov> or via Internet gopher services at <gopher.cpsc.gov>. Consumers can report product hazards to info@cpsc.gov. To establish a link from your web site to this press release on CPSC's web site, create a link to the following address: <http://www.cpsc.gov/cpscpub/prrel/prhtml99/99071.html>. ####

Editor's Note: To access a full-color version of the product photo in JPEG (JPG) format, go to this press release on CPSC's web site at:

<http://www.cpsc.gov/cpscpub/prrel/prhtml99/99071.html>

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61



CUSTOMER SERVICE
2001 E. DYER RD., SANTA ANA, CA 92705
PHONE: 714-481-7192
FAX: 714-481-7186

nwo

Important Recall Information GT BMX Chains

Attention : Service Manager

Enclosed please find one postcard for every affected bike delivered to your shop. Please mail one postcard to each customer that purchased a bike affected by this recall. Please display the poster prominently in your shop where it can be easily read by your customers.

For every affected customer please forward their name, address, phone #, model and frame serial number to GT Bicycles Customer Service at 800-RIDEAGT xt. 7141/Fax 714-481-7186. Not only will this allow GT to assist you in contacting the consumer but, in accordance with your dealer agreement with GT Bicycles, this information must be provided immediately. It is also advisable that you keep records of your attempts to contact these customers. Failure to contact the customer and provide consumer information to GT Bicycles can be an independent basis for a legal action by the consumer against you. The Consumer Products Safety Commission (CPSC) will monitor this recall for its effectiveness.

Due to complaints by the race team and unsatisfactory lab results have initiated this recall. Only chains stamped "GT" on the side plates and the bicycles on the affected list are involved in this recall. Your cooperation during this recall is greatly appreciated.

Replacement/Credit Procedure

Wheels

1. Dealer provides GT with name, address, phone #, model, serial # of consumer.
2. Dealer orders replacement chains.
3. After receiving replacement, dealer calls GT for call tag.

Labor Credit

1. \$5.00 labor credit issued only by Customer Service Department on return of bad chain per unit. Applicable to all units sold and store stock.

Complete Unassembled Units

1. Units may be returned for call tag and credit, or new chains can be ordered.

Thank you. GT Customer Service

42

MODE = MEMORY TRANSMISSION

START=APR-19 10:50

END=APR-19 10:52

FILE NO. = 139

STN NO.	COM	ABBR NO.	STATION NAME/TEL. NO.	PAGES	DURATION
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-CPSC COMPLIANCE -

***** -301 504 0359 - ***** - 301 504 0359- *****



U.S. CONSUMER PRODUCT SAFETY COMMISSION
WASHINGTON, DC 20207

OFFICE OF COMPLIANCE

RECALLS AND COMPLIANCE DIVISION

TEL: 301-504-0608

FAX: 301-504-0359

DATE: APR 19 1999 PAGES TRANSMITTED 3 + cover

TO: Dean McGuffee

TITLE: _____

OFFICE: _____

FAX #: 408/362-9848

FROM: J DeMarco

REMARKS: _____

Confirmation copy to follow by U.S. Mail

Fax Transmission Only

NOTE: If all pages are not received, or if you have problems with this transmittal, please contact the person listed above.

THIS MESSAGE IS INTENDED ONLY FOR THE USE OF THE INDIVIDUAL OR ENTITY TO WHICH IT IS ADDRESSED AND MAY CONTAIN INFORMATION THAT IS PRIVILEGED, CONFIDENTIAL, AND EXEMPT FROM DISCLOSURE UNDER APPLICABLE LAW. IF THE READER OF THIS MESSAGE IS NOT THE INTENDED RECIPIENT, YOU ARE HEREBY NOTIFIED THAT ANY DISSEMINATION, DISTRIBUTION, OR COPYING OF THIS COMMUNICATION IS STRICTLY PROHIBITED. IF YOU HAVE RECEIVED THIS COMMUNICATION IN ERROR, PLEASE NOTIFY US IMMEDIATELY BY TELEPHONE, AND RETURN THE ORIGINAL MESSAGE TO US AT THE ABOVE ADDRESS VIA THE U.S. POSTAL SERVICE. THANK YOU.

43

Author: Carlos L. Perez at CPSC-HQ2

Date: 4/16/99 5:47 PM

Normal

TO: James A. DeMarco, Marc J. Schoem

Subject: Fast Track Internet form Sec15 submission

----- Message Contents

Jay: I spoke with Dean McGuffee of Bell Helmets late Friday. You need to call him on Monday after you review his internet report. He could not supply all the UPC codes on the form. And there will be other information that you might need.

carlos

Forward Header

Subject: Fast Track Internet form Sec15 submission

Author: Carlos L. Perez at CPSC-HQ2

Date: 4/16/99 3:50 PM

Jay: Please handle this Bell helmet Fast Track matter.

thanx, carlos

Forward Header

Subject: Fast Track Internet form Sec15 submission

Author: Murray S. Cohn at CPSC-HQ1

Date: 4/16/99 2:40 PM

4/16/99 1:45:11 PM

Confidential = Yes

Fast Track = Yes

Filing Firm Name = Bell Sports, Inc.

Address = 6350 San Ignacio Ave.

City = San Jose

State = CA

Zip = 95119

Phone = (408) 537-3400

Ext =

Fax = (408) 362-9848

Web Site = www.bellsports.com

Contact Person = Dean McGuffee; Don L'Heureux; Tom Baker

Title = Director of Quality

Phone = (408) 574-3505

Ext =

Fax = (408) 362-9848

E-mail = Dean_McGuffee@bellsport.com

If address is different from above:

Firm =

Address =

City =

64