**PRESS READY DRAFT—RELEASE CROSS WIRE September 7 at 1:00 p.m. ET**

**Cycling Transformed By Integrating Audio, Music, and Calls Through Bones Not Ears With Coros Smart Cycling Helmet Now Available On Kickstarter**

*Smart cycling helmet uses open-ear bone conduction audio to connect riders to music, calls, navigation, and ride data for ultimate safe cycling experience without ear buds*

**REDMOND, WA – September 7, 2016** –Coros Wearables, Inc. (<http://www.coros.com>), announced today the launch of a Kickstarter campaign for the LINX Smart Cycling Helmet (LINK TO KICKSTARTER TO COME). LINX is the first and only cycling helmet that uses bone conduction technology in lieu of ear buds to let riders safely listen to their music, receive calls, communicate with other bikers and more with full awareness of cars and their immediate surroundings. The LINX smart helmet is available for pre-order on Kickstarter starting at $100 for early-birds, which is a 50 percent savings off the suggested retail price of $199.99 when the product ships to backers and hits the shelves this fall. The company’s total Kickstarter funding goal is $50,000.

“LINX is a smart cycling helmet for people who want to enjoy key features of their phone while cycling, all without the hassles of ear buds, wires, and distractions,” said Coros president and co-founder Chuck Frizelle. “Our unique approach to precision audio is akin to today’s must-haves in your car; seamless, wireless access to your personal music and calls without distraction so you can focus on the road.”

**How LINX Works: Audio, Music, and Calls Through Bones Not Ears**

The LINX smart cycling helmet uses bone conduction technology placed on the helmet straps, which rests on the rider’s cheekbones and allows the rider to hear without safety issues of using ear buds. Bone conduction sends small vibrations directly to the inner ear and bypasses the ear canal and eardrum, leaving the ear completely open and aware of external noises such as cars or conversations with fellow riders. The LINX helmet also has a wind-resistant microphone near the forehead for two-way communications. In addition, LINX ships with a wireless smart remote so the rider can keep their eyes on the road and hands on the bars while controlling their media and calls with the tap of a button.

**Cycling Gear You Can’t Live Without**

Coros tested the pre-release LINX smart helmet during the Seattle to Portland (STP) ride, one of the largest U.S. bike events with 10,000 cyclists. Team Coros consisted of nine riders, three of which completed the 200 mile, 16+ hour ride in one day. Throughout the journey, riders listened to music to stay inspired and gave periodic ride updates via calls to keep engaged without ever having to recharge the LINX helmet. With research showing that tuning in to your favorite jams can make you ride happier, harder, and faster and [increase your endurance](http://www.bicycling.com/training/fitness/quick-cycling-workouts-power-and-endurance?slide=6) by as much as 15 percent, Coros believes the LINX smart cycling helmet delivers the ultimate connected cycling experience riders crave, but in a ears-, hands-, and eyes-free way.

“It was absolutely amazing to be able to listen to music with my ears completely open to conversations with teammates, automobiles, and other bikers,” said Mike Gill-More, a one-day STP Coros rider. “I was impressed to hear how well bone conduction audio works resting comfortably on my cheek, not to be outdone by the helmet’s comfort, ventilation, and cooling that was beyond expectation after 16 hours. Hearing is believing. I’m hooked.”

**Power Behind the LINX Smart Cycling Helmet**

* **Precision Bone Conduction Audio.** Cutting edge open-ear bone conduction audio and a high quality microphone allows riders to seamlessly connect the LINX helmet to their smartphone for music, calls, voice navigation and voice data, and communicate with other LINX riders. Two-way audio is supported with a wind resistant microphone. Set up is simple; charge the helmet, push ‘on’ to activate the helmet, pairing will occur with the phone, and the rider is ready to enjoy their audio. The helmet has a USB chargeable battery with 10+ hour play/talk battery life.
* **High Performance Design.** TheLINX helmet offers a sleek high-speed low-drag aerodynamic road cycling design that is well ventilated to stay cool for long rides. LINX includes comfortable foam strip lining and a ratchet fitting system for extended wear across various head sizes and shapes. The all weather helmet is rain, water, splash, and sweat resistant.
* **Smart Remote with Bike Mount.** The Smart Remote allows for volume control and makes it easy to quickly track forward, pause or play, and take calls. The Smart Remote has a flexible mounting system to affix to all types of handlebars and the buttons are easy to find by feel so riders can keep their eyes on the road.
* **Mobile App for Ride Tracking**. Riders can download the iOS or Android app to manage GPS ride details, stats, routes, voice navigation and voice data.
* **Safety and Protection.** The LINX smart cycling helmet includes an emergency alert system that is triggered when the G-sensor senses significant impact, which sends an alert with GPS notification to a designated loved one. LINX has a one-year warranty, along with an impact replacement program in the event the helmet is involved in a high impact incident. The helmet is Consumer Product Safety Commission certified in the U.S.

The LINX Smart Cycling Helmet will be shipped in late October to Kickstarter backers (LINK TO KICKSTARTER TO COME), following the 45-day crowd funding campaign. The Kickstarter kit includes the LINX smart cycling helmet, Smart Remote and mount, a helmet bag, USB charging cable, additional helmet padding, reflective safety decals and a manual.

**About Coros**

Coros Wearables Inc. is a start-up focused on the intersection of active sports and mobile lifestyle. The company designs, manufactures, and markets performance high-tech sports gear to enrich recreational and enthusiast participants, providing more enjoyable, social, safe, and performance-boosting outdoor sports and fitness experiences. Coros riders are connecting on [Twitter](https://twitter.com/CorosCycling), [Facebook](https://www.facebook.com/coroscycling/?fref=ts), and [Instagram](https://www.instagram.com/coroscycling/).

For more information, visit [www.coros.com](http://www.coros.com)

**For media inquiries:**

Michele Mehl

Buzz Builders for Coros

Michele@buzzbuilders.net

425-205-9444