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Introducing the Smith X Troy Lee Designs D2 Full Face Snow Helmet

Ketchum, ID (November 6, 2007) Smith has become a recognized player in the snow helmet industry, with only a full face model missing from its forward-thinking line. Now, two of the action sports world's most exciting companies have joined forces and are pleased to announce that the toothy grins of shredders everywhere are in good hands with the recent collaboration between Smith and renowned helmet manufacturer, Troy Lee Designs. Together we are excited to introduce the Smith X Troy Lee Designs D2 full face helmet to the Smith product offering.



"With its amazing fit, perfect balance of light weight and proven safety, and solid aesthetics, the D2 is already the choice of many of the world's top big mountain pros. We are stoked to work with the guys at Troy Lee Designs to bring the Smith X Troy Lee Designs D2 to market," said Eric Carlson, Smith Optics vp of product and design.



The D2 Carbon

The D2 is available from Smith in both Composite and Carbon Fiber versions featuring custom Smith graphic treatments. Boasting four intake and exhaust ports to aid in perfect ventilation and an interchangeable MX-style liner, the D2 is the complete package for going big. Each helmet comes standard with an interchangeable helmet liner, helmet bag and fit kit.

Product Specifications:

D2 Composite

- Composition: 50% fiberglass, 20% Aramid (a lightweight, synthetic fiber found in ballistic armor) and 30% carbon fiber
- Weight: 1050 grams (37 ounces)
- Suggested Retail Price \$295
- Safety: Meets ASTM F 2040 and EN 1077 safety ratings
- Available in a black shell with gray, red and white graphics and a white shell with red and black graphics

D2 Carbon

- Composition: 60% carbon fiber, 20% aramid, and 20% fiberglass
- Weight 990 grams (35 ounces)
- Suggested Retail Price: \$375
- Safety: Meets ASTM F 2040 and EN 1077 safety standards
- Available in a raw carbon shell w/ red, white and black graphics



The D2 Composite

ABOUT SMITH: Based in Sun Valley, Idaho, Smith Optics, Inc. was founded in 1965 with the creation of the first goggle featuring a sealed thermal lens and breathable vent foam. Today, Smith is known for its diverse line of sunglasses, goggles and helmets. Smith's devotion to excellence, innovation, performance and style has made Smith the choice of action-sport athletes worldwide. Smith products are sold in more than 50 countries through sporting goods and specialty stores. For more information, check out www.smithoptics.com. **Performance. Style. Smith. Solid.**



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