

For Immediate Release

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## The Intrigue

Sincerely Feminine Style



Fuschia/Orange Gradient

maximizes perfect helmet-goggle integration and guarantees fog-free vision and perfect climate control no matter the conditions.

For Immediate Release (Ketchum, ID) Women everywhere live to shred the cold smoke like anyone else, but a helmet which speaks to their feminine side has been a long time coming, until now. Smith is please to introduce the Intrigue, a helmet designed with the woman in mind. Featuring 90% less testosterone and 100% girl power, the Intrigue embodies the understated styling and attention to detail desired by the fairer sex without sacrificing the technical performance synonymous with Smith.

The Intrigue utilizes Smith Hybrid Shell Technology™, combining polycarbonate and ABS shell materials for reliable protection, minimal volume, dainty weight and maximum style.

Smith's patented AirEvac 2™ ventilation system is incorporated into the shell structure which when combined with eight fully adjustable ventilation ports



Lilac Libby

The Intrigue's plush styling is complimented by a super supple and furry Tricot liner which is removable and washable. Smith has incorporated its HFS (Helmet Fit System™) into the helmet's internals to guarantee a perfect and comfortable fit, accommodating everything from a pony tail to a beehive straight from the salon. Other features include snap-fit ear pads, a removable Goggle Lock™ and Skullcandy™ Bluetooth® and Twin-Tip™ phone/audio options.



Burgundy Hunter

The Intrigue is available in Black Pearl, White Pearl, Metallic Bronze, Burgundy Hunter, Lilac Libby, Fuschia/Orange Gradient and White Wedding color/graphic combinations, weighs in at a dainty 490 grams (17 ounces) and will retail for \$120 (non-audio) and \$150 (Skullcandy™ Twin-Tip™ phone/audio). Audio kits are also available a la carte. Bluetooth enabled wireless audio compatible (\$150).

**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](http://www.smithoptics.com). **Performance. Style. Smith. Solid.**