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The Newsletter of the Snell Memorial Foundation, Inc.

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This is the sixty-fourth of the Foundation's newsletters to the helmet manufacturing industry. The sixty-third went out in September of last year. Comments and items for inclusion in subsequent issues are invited.

**SCCA Hall of Fame Award**

Dr. George Snively is the 2015 Inductee into the Sports Car Club of America (SCCA) Hall of Fame. Dr. Snively was one of the principals involved in establishing the Snell Memorial Foundation back in 1957 and remained Snell's prime mover until his death in 1983. Snively and most of the others who helped set up the Foundation were devoted SCCA members. And much of the success of the Foundation is due to SCCA's support and encouragement.

**2015 Manufacturers' Meeting**

The next Snell Manufacturers meeting will be held Wednesday, October 14, 2015, in conjunction with the AIMEXPO in Orlando. The precise place and time

will be announced soon. Snell Licensees and Sublicensees are expressly invited. Others interested in attending are encouraged to contact Ed Becker.

**Snell Helmet Model Names**

The brand&model names of Snell certified helmets must be distinctly different from the names of non-Snell models.

The point of Snell certification is to identify helmets which meet Snell standards. If a Snell certified helmet is sold under a particular brand&model name, then all the helmets sold under that brand&model name must also be Snell certified. The public relies on model&brand information from helmet ads and from Snell's internet postings to identify helmets with a premium of protective capability.

Quite often, the same model&brand names used for Snell certified helmets in North America are also applied to non-Snell configurations distributed in Europe, Australia and elsewhere. Since there had not been much overlap in regional markets and advertising until recently, this had not been a concern. However, these days regional advertising and promotion won't stay regional; people all over the world hear of Snell certified helmets available in North America and expect Snell certification in the same named helmets available to them. And they're increasingly upset when it isn't there.

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Snell is seeking reasonable solutions to this problem. Helmet makers with same named Snell and non-Snell configurations are encouraged to contact Ed Becker to discuss the scope of the problem and likely measures to resolve it.

### Snell SA2015 and K2015

Snell SA2015, Snell's program for auto racing helmets, and K2015, the program for karting helmets, take effect on October 1, 2015. Units meeting requirements may be sold with SA2010 or K2010 labeling, respectively, in advance of that date. Certification labels for both programs are available to helmet makers with appropriately certified helmets.

The K2015 requirements are essentially the same as those of M2015 except for visual field requirements. Instead of the more demanding peripheral vision demanded for M2015, K2015 helmets must only meet the slightly narrower SA2015 demands. Helmet configurations meeting M2015 or SA2015 will be included in the K2015 program upon the helmet maker's request. Any modifications to the certified configurations must be reviewed before K2015 certification is granted. K2015 will take effect October 1, 2015, but units certified to K2015 may be sold with K2010 labeling in advance of that date.

### Snell M2015

Through an oversight, the M2015 Standards booklet failed to include the impact site separation policy adopted back in 2010. In fact, the correct site separations will continue to be at least 130 mm for helmets tested on the A and C head forms, 140 mm for the E and J head forms and 150 mm for the M and O head forms.

### New License Agreement

The License Agreement is essentially a contract between Snell and the company who owns the design of the certified helmet. There are also provisions for sublicenses when the helmet owner subcontracts the production of Snell certified helmets to another company or when stocks of certified helmets are to be distributed and sold under another company's brand and model names.

There has also been a shift in our terminology. In the past, we referred to Snell Licensees as

"Manufacturers" or "Helmet Makers" but, since some companies subcontract the actual manufacture of helmet units, we now refer to the Licensee as the "Helmet Owner". We apply the term "Manufacturer" to companies which subcontract to "Helmet Owners" to produce units of Snell certified helmets. Finally, we refer to distributors who purchase stocks of Snell certified helmets from "Helmet Owners" and sell them under their own, exclusive brand and model names as "Rebranders".

The advantage of the sublicense policy is better communication. At one time most Snell certified companies handled their own production and distributed under their own brand and model names. But since some helmet owners are now shifting production and/or distribution out of doors, the sublicenses bring these elements back into Snell programs.

The early going with this breakout has turned up some confusion. There have been more than a few cases in which companies identified as "Helmet Owner" and "Rebrander" might more properly be "Manufacturer" and "Helmet Owner". But Snell's attorney is satisfied so long as both companies are bound by licenses and/or sub licenses.

Snell License and Sub License documents have been sent out for signature. Please review them for errors. If all is in order, please return hard copies or scans of the signed documents to this office. The president of Snell's board of directors will sign on behalf of Snell and either hard copies or scans, as appropriate, of the fully executed documents will be returned.

### Contacting Snell

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