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**HelmetSecure™ Permanently Attached Helmet Lock for Sportbikes
Selected as 2010 Dealer Expo Kickstart New Product Contest Finalist**

San Francisco, CA – January 26, 2010 – HelmetSecure™, manufacturer of helmet locks for motorcycles, today announced that its helmet lock for sportbikes has been selected as one of 25 finalists for the 2010 Kickstart New Product Contest at Dealer Expo® in February.



The Dealer Expo KickStart New Product Contest acknowledges the year's most outstanding developments in new products for the powersports industry.

The HelmetSecure lock appeals to sportbike riders who ride to a destination (work, shop, bar, etc) and don't want to carry their helmet with them.



The HelmetSecure sportbike helmet lock is always available for use, without having to carry it or store it, and attaches to a replacement stem nut.

The lock incorporates an integral, pre-coiled steel cable to go through the face of the helmet (or D-ring) and back into the lock. The bolt that secures the lock to the motorcycle becomes inaccessible when the cable is locked - so the locking mechanism not only locks the cable, but also prevents the lock itself from being removed.

HelmetSecure will be displaying the new sportbike helmet lock, and its full range of helmet locks, at Dealer Expo at Booth #3819.

HelmetSecure designs and manufactures helmet locks that make motorcycles more useful by giving riders the confidence to leave their helmet on their bike, rather than carrying it with them or relying on the manufacturer's D-ring lock. Currently many bikers would rather carry their helmet than rely on D-rings locks or cumbersome cable locks.

For more information, go to www.helmetsecure.com or call 415 674 8900.

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