



Premier e Blauer working together for charity.

Premier Helmets is proud to announce his agreement with Blauer, worldwide well know clothing company. Premier will produce a new Blauer helmets collection and together with Blauer, the Italian helmets company will also produce some special helmets for Michele Pirro. The young Italian rider is participating at the Supersport world championship with both Premier and Blauer support. In every single world Supersport races Pirro will wear a Premier helmet, customized with Blauer different graphics and colors. Exclusive helmets with Premier's fiberglass know how and Blauer sole graphic design. After every Supersport race, Pirro's exclusive helmets it will be put up for auction directly on the website www.blauerhelmets.com. All the owners of a Blauer by Premier helmet can purchase Pirro's helmet and the funds raised by the venture BUY AND RIDE will be completely devolved in charity.

The purchaser of the special Pirro's helmets will be invited to spend a day on a Superbike circuit, together with Michele and all his Yamaha Team. On Blauer web site are now available the helmets used by Pirro in Phillip Island and Losail races. You can find more information concerning this charity venture also on Premier web site www.premier.it.



Michele Pirro in Phillip Island and Losail races.