



The Newsletter of the Snell Foundation

HeadsUp In this issue...

Helmet Maker/Rebrander Survey.....	1
Snell Manufacturers Meeting.....	1
Changes Proposed for M2020.....	1
Head Injury Criterion (HIC).....	1
Snell Brand/Model Names.....	2
Contacting Snell.....	2

This is the 70th of the Foundation's newsletters to the helmet manufacturing industry. The sixty-ninth went out last November, 2017. Comments and items for inclusion in subsequent issues are invited.

Helmet Maker/Rebrander Survey

Helmet Makers and Rebranders are urged to go to <https://www.surveymonkey.com/r/F5YWNQD> and complete a 5-minute survey. We seek your opinions on Snell's certified helmets listings, on internet link postings, on the quarterly reports required in the Snell license agreements and on meetings. Your advice will be greatly appreciated.

Snell Manufacturers Meeting

There were no Snell Manufacturers Meetings in 2016 or 2017. Previous meetings had been held in conjunction with motorcycle industry shows such as the Powersports Expo or the AIMExpo but attendance at these shows and the Snell meeting in recent years had been disappointing. Are these meetings necessary at all? Your suggestions and advice will be gratefully received.

Changes Proposed for M2020

The third draft of the M2020 standard went out last week to motorcycle helmet makers and other interested parties along with an explanatory cover letter. This is expected to be the last draft before the final is issued. As always, comments and advice,

particularly from the industry, are an essential part of the drafting process and will be gratefully received.

M2020 is expected to include some important differences with the current M2015. The intent is better compatibility with ECE 22-05 and also with the FIM Racing Homologation Programme for Helmets (FRHPhe). FIM sets requirements for headgear used in their motorcycle racing events while ECE 22-05 sets requirements for helmets used in street motorcycling throughout Europe and, increasingly, for much of the rest of the world.

If you would like a copy of this draft and the accompanying cover, please contact Ed Becker, ed@smf.org.

Head Injury Criterion (HIC)

The third draft of the M2020 standard requires that impact test results be evaluated according to a given level of the Head Injury Criterion (HIC) in addition to a limit on peak-G as in earlier Snell standards. Although Snell's directors have concluded that HIC is of little use in evaluating helmet protective capability, they have agreed to its inclusion as a means of determining whether a helmet might reasonably meet HIC criteria set in ECE 22-05 and in FIM FRHPhe-01. Compliance with these two is critical if M2020 is to succeed in Europe.

HIC dates from 1971 and appears to be based largely on skull fracture observations in bareheaded cadaver impacts. It is currently referenced in the FMVSS 208 standard for occupant crash protection in automotive vehicles. FMVSS 208 requires that HIC as measured in crash test dummies not exceed 700 for periods of 15 milliseconds or less. Since these tests simulate bareheaded impact and since impact severity must be inferred from dummy

instrumentation, HIC may be a reasonable criterion. However, skull fracture is not an issue for most helmet impacts and, furthermore, the limits given for HIC in current helmet standards are much higher ranging from 2400 in ECE 22-05, through 2880 in FIM FRHPhe-01 and up to 4000 for the largest helmet sizes in FIA 8860-2010. To date no scientific basis has been offered justifying either the use of or the higher limits set for HIC in these standards.

Despite this, HIC is included in M2020 but not to evaluate protective capability. It is there instead to assure reasonable compliance with European impact testing demands. Otherwise these European demands might well deny rider access to the greater impact protection of Snell certified headgear.

Snell Brand/Model Names

There are many motorcyclists who look for Snell certification when they shop for helmets. In order to appeal to these motorcyclists, helmet makers design and build helmets which meet Snell standard requirements and submit them for Snell certification testing. Once these helmets pass, they are granted Snell certification and the helmet maker is granted the right to use the Snell name and logo to market these certified helmets.

Snell and the public refer to Snell certified helmets by brand and model names but these brand and model names themselves are not descriptive, they could refer to anything. Frequently, it is only the copyrights on brand and model designations and the rectitude of the owners of those designations that link particular brand and model names to particular Snell certified helmets.

In most cases, the linkage is pretty good. Someone can see a brand and model name on our certified helmets lists, find a helmet with that same designation and get a headgear identical to the ones we actually tested. But there are many instances where the linkage fails. If we're unaware of the brand and model names assigned to a particular certified helmet, it won't be on our lists. A shopper will see ads, but won't find the names on our lists. There may be a few lost sales if the shopper can't wait or if he decides to look for a helmet which we already list.

Worse yet, some helmet makers will distribute non-Snell models under the same brand and model names applied to Snell certified units. The justification may be that the Snell certified units are

sold in North America but may not be eligible for street use in Europe. So separate, non-Snell certified units, homologated to ECE 22-05 are distributed there instead. Even so, customers feel cheated when they find the helmet they purchased is, in fact, not Snell certified and more so if they want to compete in events for which Snell certified helmets are required.

We want to improve this designation/headgear linkage. Whenever a helmet is promoted as Snell certified, the brand and model name ought to appear on our lists. And whenever a brand and model name appears on our lists, all the units distributed under that name ought to be Snell certified. The helmet maker may distribute his certified helmets under as many of his own brand and model names as he wishes but we must be advised of each designation and the particular Snell certified helmet configuration to which it applies so that we can list them correctly. Then that helmet maker and, by extension, his retailers are permitted the use of the Snell name and logo to promote these brand and model designations.

Some helmet makers provide units to be sold under someone else's copyrighted brand and model designations. Permission to use the Snell name and logo to promote these brand and model designations requires that the owner of the designation join with the helmet maker and Snell in a "Rebrander" sublicense which entails many of the same responsibilities and privileges accorded Snell certified helmet makers.

Each certified helmet maker and rebrander should check our lists regularly and make sure that our lists are complete and that all the spelling is correct. If additions, corrections or deletions are necessary, we will do our best to cooperate.

Contacting Snell

Snell Memorial Foundation, Inc.		
3628 Madison Avenue, Suite 11		
North Highlands, CA 95660		
Phone: 916-331-5073; Fax: 916-331-0359;		
Email:	Office	info@smf.org
Testing:	Steve Johnson	sdj@smf.org
Decals:	Bonnie Adams	bonnie@smf.org
Education:	Hong Zhang	hong@smf.org
All Other:	Ed Becker	ed@smf.org

Editor: Hong Zhang