

# PRECISION-FIT



# Riddell PRECISION-FIT



Riddell Precision-Fit is a process that utilizes 3D scanning technology to craft a helmet personalized for the individual player.

The research-based innovations that informed the Riddell SpeedFlex™ are combined with a first of its kind interior fit and protection system.

## PROTECTIVE INNOVATION DELIVERED

Precision-Fit technology builds on a foundation of game-changing protective features introduced by Riddell over the last decade. Those advancements led us to today. The next step in protective innovation was to dramatically change the way we think about football helmets.

### PERSONALIZED PROTECTION IN THREE DIMENSIONS

Energy-managing materials are contoured precisely to the athlete's head, replacing traditional fitting components.

### IMPROVED SIGHTLINES AND MAXIMIZED FIELD VISION

The athlete chooses where the helmet is positioned.



### PERSONALIZED COMFORT

Padding that precisely fits each athlete's unique head size and shape.

### CUSTOMIZED HELMET TRACKING

Contoured padding engineered to move when the athlete moves.

**Design shown**  
Paint: Flat Cardinal, 7491  
Face Mask: Nickel  
Chin Strap: White Hard Cup



### 3D IMAGING TECHNOLOGY

Verifyt™ 3-dimensional imaging technology captures surfaces accurate up to 0.5 mm



### CUSTOM TOOLING/MOLDING

One-of-a-kind production molds are developed for each athlete



### PERSONALIZED PROTECTION

Energy-managing materials are contoured for an athlete's unique head size and shape, replacing traditional fitting components

### PRICING

HELMET	ITEM	PRICE
SpeedFlex Precision	R41156	\$1750.00



This helmet is certified to meet the NOCSAE Standard.

For patent information, visit [riddell.com/patents](http://riddell.com/patents).

WARNING: NO HELMET CAN PREVENT SERIOUS HEAD OR NECK INJURIES A PLAYER MIGHT RECEIVE WHILE PARTICIPATING IN FOOTBALL. Do not use this helmet to butt, ram or spear an opposing player. This is in violation of the football rules and such use can result in severe head or neck injuries, paralysis or death to you and possible injury to your opponent. Contact in football may result in CONCUSSION-BRAIN INJURY which no helmet can prevent. Symptoms include: loss of consciousness or memory, dizziness, headache, nausea or confusion. If you have symptoms, immediately stop playing and report them to your coach, trainer and parents. Do not return to a game or practice until all symptoms are gone and you have received MEDICAL CLEARANCE. Ignoring this warning may lead to another and more serious or fatal brain injury.



# TRU-FIT™



## Riddell. TRU-FIT™

The fit and feel of Precision-Fit - without dedicating the helmet to an individual player. Liner system can be reconfigured to fit a different player as a program's roster evolves.

Personalized fit is achieved by analyzing a 3D image of an athlete's head collected with Riddell's Verifyt™ scanning app.



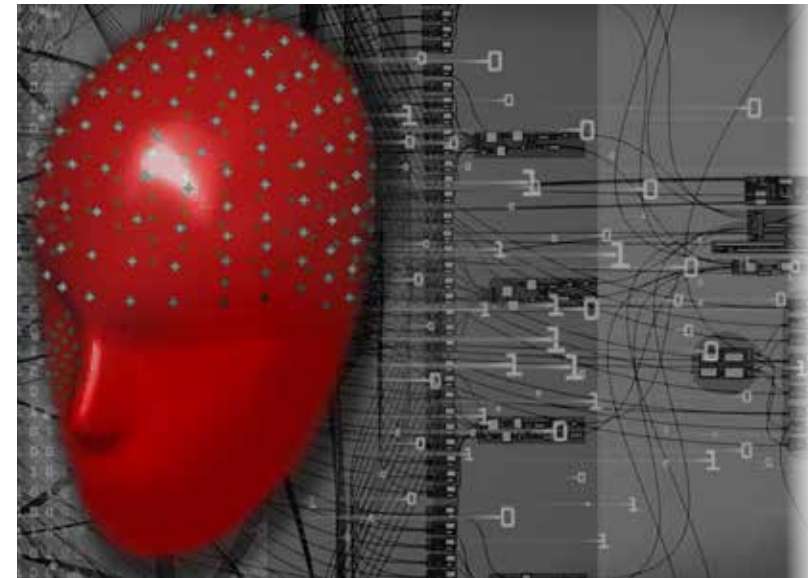
Each helmet is built with a custom combination of interior liner pads that work together to create a personalized fit and protection system.



**AXIOM HELMET**  
See pages 12-13 for Axiom helmet information.



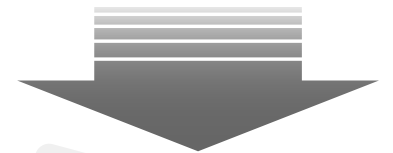
**CONTACT YOUR REP**  
Contact the Riddell Sales Rep in your area for further details.



### ACQUIRE HEAD SCAN

The 3D scanning technology developed for Precision-Fit helmets captures surfaces accurate up to 0.5 mm.

The Riddell Verifyt™ app is easy to download and use for iOS and Android devices from your app store.



### FIT ANALYSIS

Riddell's proprietary fit algorithm analyzes thousands of data points from the head scan to select shell size and energy management components to generate a unique, individualized build configuration.



### INDIVIDUALIZED BUILD

In Riddell's facility in North Ridgeville, Ohio, each helmet is built by combining the team's design specifications, individual player preferences, and unique build configuration. The helmet is labeled with the player's name to complete the personalization process.

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# AXIOM

Riddell Axiom combines our deep experience in athlete protection, helmet technologies, and fitting technology developed for Precision-Fit to deliver the most advanced helmet platform on the market.

### INSITE SMART HELMET TECHNOLOGY

This innovative impact sensing and reporting system collects and transmits head impact data from the field in real-time and comes standard in all Axiom helmets.

### FRONTAL PROTECTION SYSTEM

Removing the top bar of a traditional face mask allows for more flexibility within the frontal protection system. Learn more about face masks and visors on pages 28-29.

### EXPANDED FLEX SYSTEM

Flex panels added to sides and back of the shell interact and work together with the face mask attachment system to improve impact response.

### TRU-FIT

A custom combination of interior liner pads work together to create a personalized fit and protection system.

### LEARN MORE

Learn more about this technology by visiting [Riddell.com/Axiom](http://Riddell.com/Axiom)

**Design Shown**  
 Paint: **MSU Low-Gloss Pearl, 2928**  
 Face Mask: **Black**  
 Chin Strap: **Black Hard Cup**  
 Strap-Loc: **MSU Low-Gloss Pearl, 2928**  
 Valve Caps: **MSU Low-Gloss Pearl, 2928**  
 Visor: **Clear Closed**  
 Upgrade includes convert-to-black kit



### CONTACT YOUR REP

Contact the Riddell Sales Rep in your area for further details.



### TRU-FIT™

Learn more about this technology on [pages 8-9](#).



### NEW FACE MASKS & VISORS

Learn more about Axiom face masks and visors on [pages 18-19](#).



### INSITE EQUIPPED

Learn more about InSite Smart Helmet Technology on [pages 10-11](#) and at [Riddell.com/InSite](http://Riddell.com/InSite).

## THE FUTURE IS HERE

Check out the official launch video now



### PRICING

HELMET	ITEM	PRICE
Axiom*	R61247	\$950.00

\*Elite package includes Titanium face mask & blank bumpers.



This helmet is certified to meet the NOCSAE Standard.

For patent information, visit [riddell.com/patents](http://riddell.com/patents).

Riddell InSite alerts the sideline to significant single or multiple impacts that **MAY** result in a concussion. Riddell InSite is **NOT** a medical device. Riddell InSite is **NOT** a protective device and it does not protect against injuries. **Riddell InSite does not diagnose concussions and is not intended to be used as a diagnostic tool.** Refer to the instruction manual for recommended usage.

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# Riddell. AXIOM

## FACTORY-INSTALLED OPTICAL VISOR

Providing additional eye protection, visors are available in open and closed styles to fit all face mask options with easy-to-use push button attachment and release.

## PANORAMIC VISION

Without side or top bars blocking the view of the field, the athlete's sightlines are improved, allowing them to focus on performing at their best.

## REIMAGINED FACE MASK

Unique shape and orientation strengthens the structure, featuring streamlined and seamless attachments that integrate Quick Release™ technology into the face mask.

## AXIOM FACE MASKS AND VISORS

The completely redesigned face mask cast in both stainless steel and titanium options has an elliptical shape, providing a panoramic view of the field.

### TITANIUM



**AXIOM-2B-Ti**  
Item: R9247-2B-Ti | Price: \$150.00



**AXIOM-2BC-Ti**  
Item: R9247-2BC-Ti | Price: \$150.00



**AXIOM-2B-SW-Ti**  
Item: R9247-2B-SW-Ti | Price: \$150.00

### STAINLESS STEEL



**AXIOM-2B-S**  
Item: R9247-2B-S | Price: \$65.00



**AXIOM-2BC-S**  
Item: R9247-2BC-S | Price: \$65.00

### FACE MASK COLOR OPTIONS



### RIDDELL AXIOM VISORS



**CLEAR OPEN**  
Item: R247-RV-CLR-OPEN  
Price: \$50.00



**CLEAR CLOSED**  
Item: R247-RV-CLR-CLSD  
Price: \$50.00



**SMOKE OPEN**  
Item: R247-RV-SMOKE-OPEN  
Price: \$75.00



**SMOKE CLOSED**  
Item: R247-RV-SMOKE-CLSD  
Price: \$75.00

### CLEANING KITS



**1oz BOTTLE**  
Item: R276601 | Price: \$10.00



**4oz BOTTLE**  
Item: R276604 | Price: \$20.00



**1oz KIT**  
Includes one microfiber towel  
Item: R276611 | Price: \$15.00



**4oz KIT**  
Includes three microfiber towels  
Item: R276644 | Price: \$25.00

