

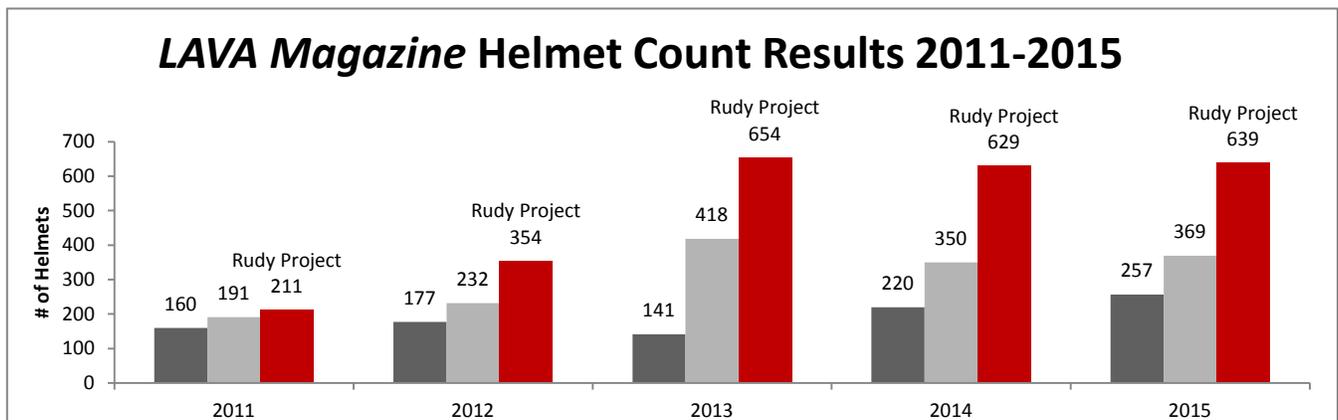
Rudy Project Goes for Sixth Consecutive Helmet Count Win at IRONMAN® World Championship



FOR IMMEDIATE RELEASE

Denver, CO – Rudy Project, a dominant force in the world of triathlon, is attempting to break all records and reign supreme another year as *LAVA Magazine's* #1 Most Worn Helmet at the IRONMAN® World Championship. For the **last five consecutive years**, the toughest triathletes in the world have put their trust in the industry's most aerodynamically efficient, well-ventilated, and undeniably fast aero/TT and road helmets engineered by Rudy Project.

"We're back and better than ever," said Paul Craig, President and Co-Founder of Rudy Project North America. "Not only do we have the Kona tried and trusted Wingspan and Wing57, but the all new Boost 01 road aero helmet is sure to earn us the top spot. Triathletes trust our product, love our aerodynamic design, and enjoy all the features we pack into our helmets. In a highly competitive market, we have been humbled by the trust put into our products on the most important race day of most people's racing careers."





Not only has Rudy Project dominated the Helmet Count for five years straight, but the company has managed to continually increase its lead over the second place brand. In 2011, Rudy took the win with 211 helmets, a mere 20 helmets over Louis Garneau. In 2012, Rudy Project rolled in with 354 helmets, this time beating Louis Garneau by 122 helmets. Giro made a statement in 2013 with 418 helmets, but when the numbers came in, Rudy had 236 more. In 2014, Rudy Project stacked up over Giro by 279 helmets, and last year smashed Giro again by 270 lids.

2016 is looking like a big year for the brand, as Rudy Project's first ever road aero helmet, the **Boost 01**, is set to debut at the biggest triathlon event of the season in a variety of colors, including the all new **Limited Edition Kona Boost 01**. Featuring 10 vents to assure superior ventilation and a forward placed aerodynamic pressure zone to reduce neck torque, riders can go further, harder, and in more intense heat while maintaining superior drag reduction. For those who prefer to wear a visor, this helmet is available with an all new flip up shield. The Boost 01 is lightweight, compact, and unmistakably Rudy Project.

The pressure is on...do you think we can do it again? Make sure to stay updated on all the biggest Kona news, including the [LAVA Magazine](#) Helmet Count, by following us on our social media channels.



About Rudy Project

Italian Crafted Sunglasses, Helmets, Googles, + Rx/Prescription Eyewear Since 1985 • 5-Time #1 Most-Worn Aero / TT Helmet at IRONMAN® World Championships • Unbeatable Replacement Lens Guarantee • www.e-rudy.com

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