



IMPACT'S ENERGY ABSORBING HELMET LINER TECHNOLOGY MOVES 'OUT OF THE SHELL' TO INDY CAR SEATS

Indianapolis - May 2004 - The same impact attenuating barrier material used in Bill Simpson's Impact Racing Helmets is literally moving out of the shell and into Indy Car tubs in the form of a custom fit energy absorbing seat.

Bill Simpson has canvassed the globe seeking to continue improvement in performance of racers' personal safety products. Helmet liner materials have been particularly challenging in the quest to find high attenuating, energy absorbing materials at the lightest possible weight.

The solution was found right here in America. Impact Racing has partnered with Indiana based Createc Corporation in an eighteen month research and development project of multi-density energy absorbing foam for use in racing helmets.

The same liner materials that were successfully introduced and used in the current lineup of Impact's high-performance lightweight helmets is taking shape around drivers as a new tub liner and seat.

"Personal racing safety products are the driver's last line of defense. Anything that can be done to manage and dissipate destructive energy headed to the driver is beneficial," states Bill Simpson. "It's hard to appreciate the technology because it's hidden under the painted shell of the helmet. We spent months designing, formulating, testing and retesting different combinations of foams and densities with our partners at Createc to achieve the helmet liner we use today. The liner is the heart of helmet, and we work hard at it so all the driver has to think about is the paint job," continued Simpson.

The Indy Car seat is an evolution of the helmet liner which is formed to the car tub and custom fit to the driver's body. The seat is then covered with Impactanium®, the same heat resistant material used in Impact Racing Driving Suits and Helmet upholstery. All tests indicate, as with the helmets, this seat liner works to further manage and defeat the energy pulses that can harm a driver.

'Perhaps the next application is just around a corner' states Simpson. For a close-up view of both the Helmet Liner and Indy Car Seat. Visit the Impact Racing Workroom on Gasoline Alley Unit N6 anytime during the month of May. ###

Impact Racing is an Indianapolis based manufacturer of motorsports safety products including helmets, driving gloves, driving shoes, driving suits, restraint systems and accessories. Impact Racing is a Bill Simpson company. Impact Racing competes directly with and is not affiliated with Simpson Performance Products.

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