

To My Fellow Rider,

My father was an inventor of various headgear, as well as a lifelong motorcycle enthusiast since the days before motorcycle helmets. There was no such thing as safety standards either.

But his nature drove him to design and create a helmet for the protection of his own head. This creation of his was the first motorcycle helmet in Japan, which served to plant the first seed of the helmet industry in Japan.

I too am a lifelong rider and in the mid 70's I inherited ownership of Arai Helmet from my father. Over the decades, I have learned that accidents are inevitable. For a rider like me, this is a harsh reality.

To stand against such a reality, I led Arai towards further gains in protection, not just accepting limitations and simply meeting official safety standards as my goal. What I learned early on was that there is no magic wand, no one solution that could deal with the unpredictable severities of the real world.

But, I also noted there is always some room for improvement when all aspects of helmet protection are reviewed. In fact, working on each aspect one by one has been what I have done with Arai ever since I took over ownership of it.

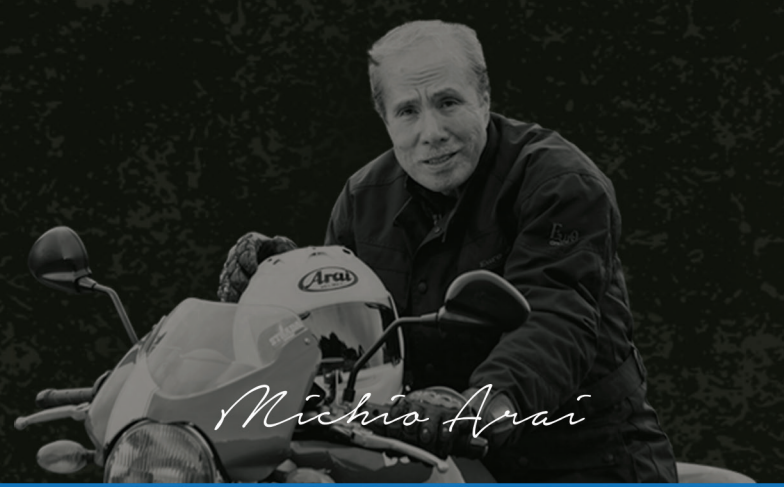
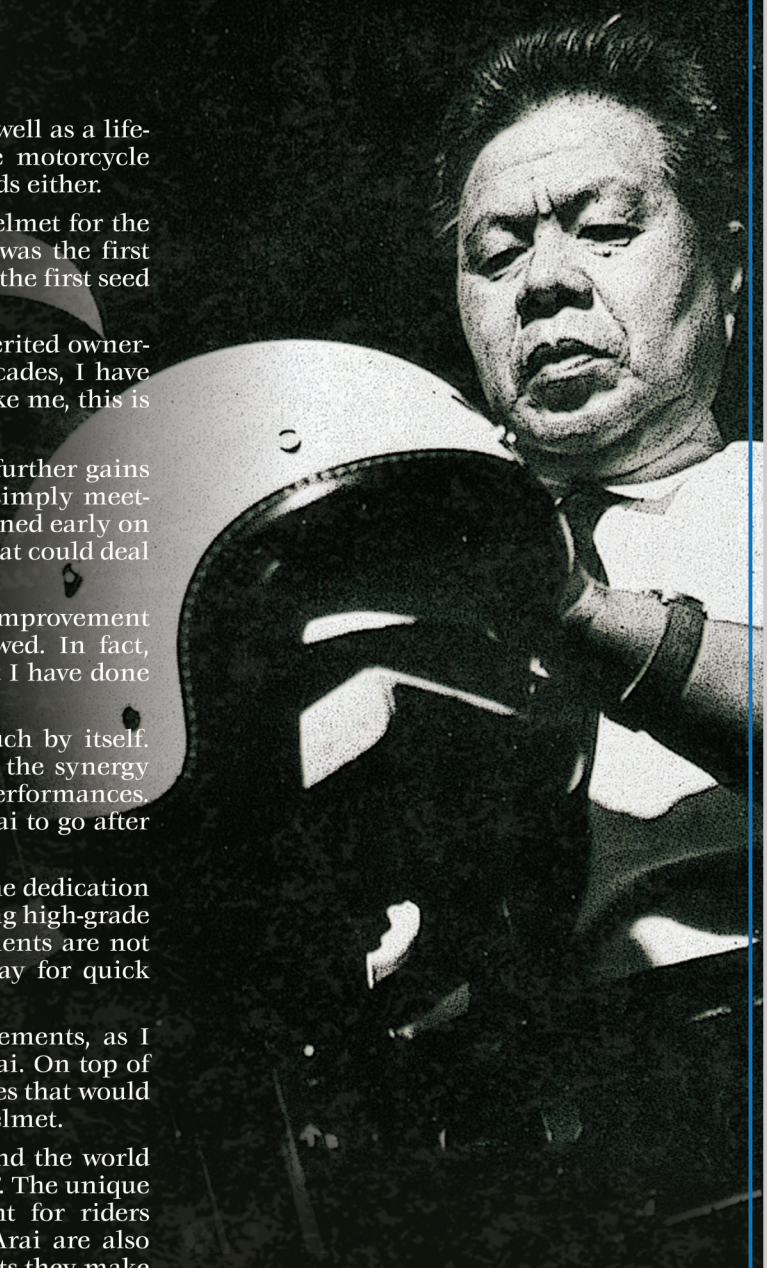
Each singular improvement may not do very much by itself. But, when many improvements are accumulated, the synergy between them has surprised us with supreme performances. Thus, I have come to believe this is the way for Arai to go after gains in protection.

However, to realize such improvements demands the dedication and focus of many highly skilled craftsmen, utilizing high-grade materials. Unfortunately, most of these improvements are not visible from the outside, which is not the best way for quick returns in business.

But even so, I continue going after such improvements, as I believed that it was and still is the best way for Arai. On top of that, I never allow any fashionable features or shapes that would negatively influence the protective capacity of a helmet.

Today, we at Arai come to hear many riders around the world say, "There is a difference in the protection of Arai". The unique path Arai took must have done something right for riders around the world. Those who make helmets at Arai are also proud of this path they have walked, and the helmets they make reflect the pride and dedication they put into each one.

I do believe the protection born from this background of Arai will serve to protect all riders.



Michio Arai



EXPERIENCE
MAKES
THE
DIFFERENCE