

# ***RuRoc***

## **From the piste to the pits... RuRoc's got it covered**

New British firm RuRoc has launched the first snow sport protection system which features integrated helmet, goggles and detachable mask– and with it a level of design, protection, ventilation and comfort never seen before on the slopes.

So good is the RuRoc helmet that it's being used by the Red Bull Racing Formula One Team. The F1 outfit was looking to equip their pit crew with new helmets and approached RuRoc to develop their head protection for 2008.



RuRoc adapted their snow sport helmet, ensuring it is fire retardant to 450° while still providing ventilation and whisking moisture off the crew. It's ideal for the Team: safe, practical and comfortable during the heat of the race.

The result is an innovation in pit crew helmet not seen anywhere else in the Formula One Paddock which was showcased at the opening race of the season in Melbourne... alongside the Team's own innovation – their 2008 car, the RB4.

RuRoc are looking forward to supporting the Red Bull Racing Team for the year and proud to demonstrate how versatile, technically advanced and pioneering their product is to work within such an important and exacting aspect of Red Bull Racing's grand prix venture.

RuRoc wish the Red Bull Racing Formula One Team all the best for the season.

For further information on owning your own RuRoc system, visit:  
[www.ruroc.com](http://www.ruroc.com) or call 01452 506 171.

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