

SPRING FLING

By Alisa Clickenger

One look at the summer schedule of motorcycle events announced so far, and you can clearly see the adventure riding segment of the market is booming. From the new Mid Atlantic Backcountry Discovery Route (MABDR) - the first BDR East of the Mississippi -- to the just-announced "DIRTY for GOOD" female-focused training camp, the 2019 riding season is chock-full of ADV events. The industry's apparel companies have already geared up and have had their reps trotting out samples nationwide. If your customers are looking for that special something, most probably it's on the market now and at the warehouse... all you have to do is place an order.



FLY Terra Trek Jacket

The Terra Trek features anatomically correct construction for reduced fatigue and enhanced riding comfort. Waterproof, wind proof, and breathable, the multi-material construction has excellent abrasion and tear resistance thanks to an advanced poly-fabric textile main shell. The Terra Trek comes with CE-certified elbow and shoulder armor and a PE back and spine protector. There's a removable long sleeve thermal liner for climate control and a two way main zipper. The jacket features an inner pocket and a YKK main zipper. There's an internal waist connection zipper to allow attachment to FLY riding pants. The Terra Trek comes in three colors: black, black/hi-viz, and sand. MSRP \$219.95

<http://www.flyracing.com>



Pursang Waterproof Textile Jacket

A versatile all conditions $\frac{3}{4}$ length riding jacket, the Pursang has numerous intake vents with zippered closures. It features a removable waterproof full liner plus removable and washable zip-in quilted thermal full insulating liner. Maximum air flow is achieved with four vents in the chest and shoulder area, two vents in the upper arms combined with 2-way sleeve zippers. Two large rear zip open lateral vents serve for the exhaust. The Pursang comes with removable high impact CE approved dual-density armor on elbows and shoulders and an 8mm thick memory foam back pad. YKK zippers are used throughout, and there are three interior pockets including a waterproof wallet pocket on the shell. Colors available are black, black/hi viz yellow and sand. MSRP \$179.

www.motionation.com

SHARK ATV-Drak Helmet

Made from a lightweight composite fiberglass, the ATV-Drak helmet was created with the specific needs of ATV and UTV riders in mind. This helmet has six large vents along the top, keeping the rider cooler even at slow speeds. The ear pads are optimized to so that riders and drivers can be aware of surrounding sounds, and it is eyeglass compatible. There's both a removable peak as well as a removable/washable inner liner. What's nifty about this helmet is that it comes "naked" and there are four different accessories, sold separately in 'packs'. There's a fly pack for bug protection, a sun pack with both a sun shield and neck protector, and an anti-noise pack. The ATV-Drak comes in two shell sizes: SM-MD and LG-XL, and four colors: Red, White, Yellow, and Matte Green. MSRP \$199

<https://us.shark-helmets.com/collections/atv-drak>

