



MY2021 WORKBOOK

LAZER

The brand.

**What does
Lazer
stand for?**

The brand.

Mission: Our “Why”

Our purpose, the impact we want this brand to have on the world beyond product and profit.

**To contribute to a society where
cyclists can **enjoy** riding in **safety**.**

The brand.

Vision.

The ideas behind our brand that will help guide our future.

Lazer is bringing **innovation** and
comfort to every cyclist in the world.

Our brand values.

Passion.
Universality.
Innovation.
Expertise.

The brand.

**What one
thing makes
us better?**

The brand.

Comfort.

The brand.

A dark, grayscale background image of a person from behind, wearing a helmet and a shirt with the word 'RENSON' printed on the back. The person is looking down.

Comfort of wearing
a lightweight helmet.

The brand.

Comfort found in the
best-fitting helmets.

The brand.

Comfort from having the
most ventilated helmet.

The brand.

Comfort that enables you
to perform at your best.

The brand.

Product Promise: Our “What”

Our positioning in the marketplace.

**For all cyclists, Lazer has an offering of
beautifully designed helmets packed with
innovative & high performing features.**

MTB



MTB line-up MY2021

Jackal



Impala



Coyote



Roller



Chiru

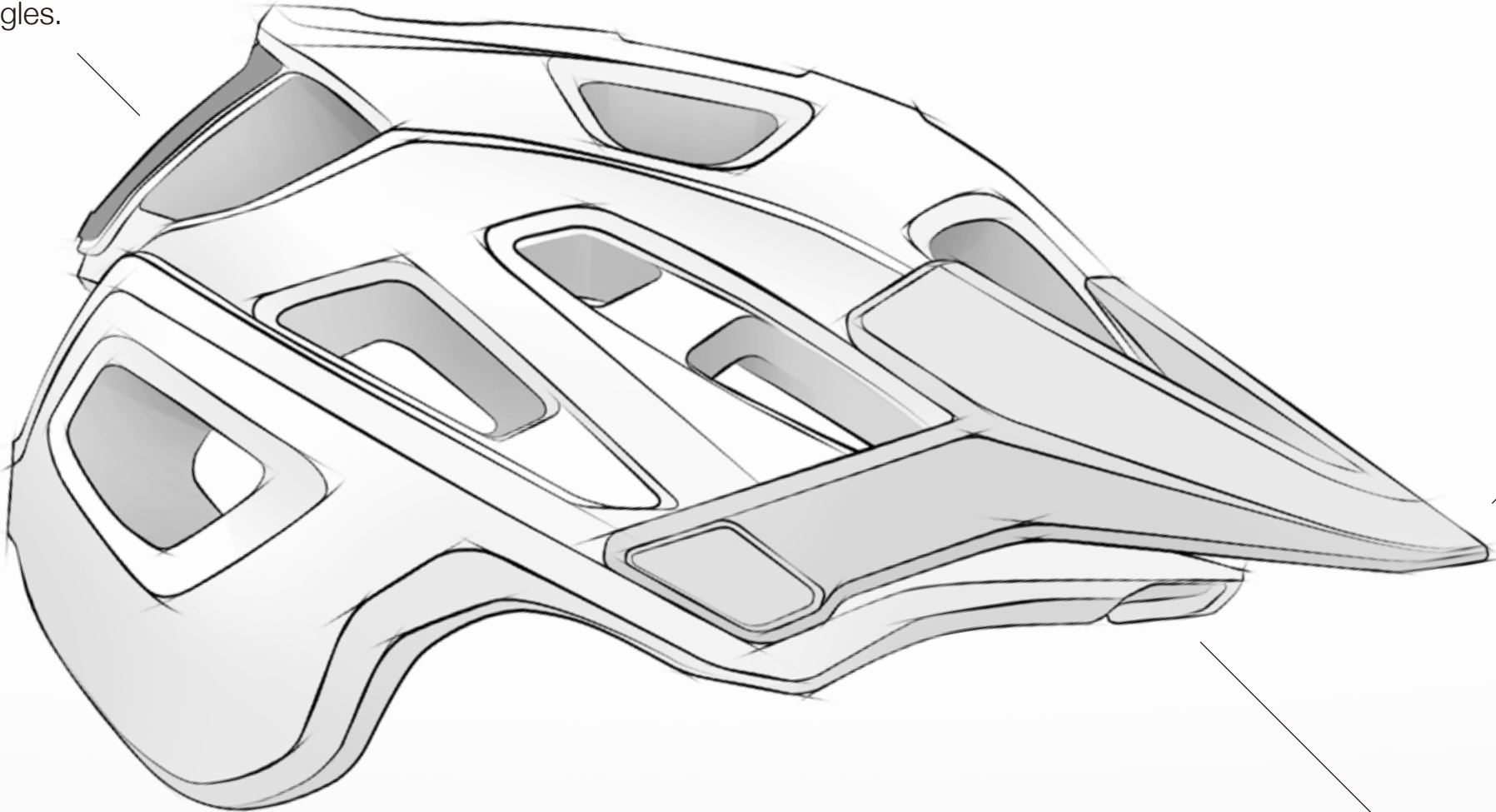


Goggle grip, shred the downhills

Versatility is key when buying a helmet. For MTB helmets, that means being able to go uphill & downhill on any trail. The Jackal's goggle grip has been designed to keep your goggle strap secure when combining the helmet with your favourite goggles.

Integrated adjustable visor, summer proof

Depending on the direction you're riding, the sun can be a friend or a foe. Adjusting the visor is what you need to be able to feel comfortable & confident at any time.



Magnetic buckle, all set for MTB

Buckling up an MTB helmet is not always an easy task when you're wearing thick gloves. That's why we designed the Jackal buckle to be gloves proof; both parts of the buckle will find each other and securely clip together when needed.

Bottom shell ventilation, keep your head cool

When riding uphill & downhill during warm summer days, our bodies & heads tend to heat up. For this reason, we chose to optimize bottom shell ventilation in Jackal, helping you to stay cool when you need it the most. Vents even drag air in between the bottom of the helmet and the top of the goggleworking to keep your forehead cooler.

Jackal goggle grip



Jackal eyewear-
friendly recesses



Jackal action
camera mount



Jackal eyebrow vents
and bottom shell



Jackal

UNLEASH YOURSELF



Inlet and exhaust ventilation.



Goggle strap grip.



Adjustable visor with room for goggle docking.



Action camera mount included.



Eyewear-friendly recess.



7 beautifully designed shells including bottom shell.



Lazer Advanced Turnfit® system.



Ultralight magnetic buckle.



Screw covers for better finishing and debossed integrated logo.



Available with MIPS.

Specifications:

- S: 52 - 56cm
M: 55 - 59cm
L: 58 - 61cm
- Weight: 360g (pending official certification weight)
- Oval fit

Collection colours:



Matte Black



White Black



Matte Red Black



Matte Dark Grey



Matte Blue



Matte Red Rainforest



Matte Dark Green Flash Yellow

Impala

YOUR WILD SIDE



Great rear protection.



Advanced ventilation.



Adjustable visor with room for goggle docking.



Bottom shell finishing.



Action camera mount included.



Lazer Advanced Turnfit® system.



Compatible with Lazer rear LED.



Available with MIPS.



Impala MIPS rated 5 stars for safety in rotational impact tests.

Specifications:

- S: 52 - 56cm
- M: 55 - 59cm
- L: 58 - 61cm
- Weight: 295g (S)

- Oval fit

Collection colours:



Matte Full Black



Matte White



Matte Blue
NEW COLOUR



Matte Red Rainforest
NEW COLOUR



Matte Dark Green Flash Yellow
NEW COLOUR



Matte Dark Grey
NEW COLOUR

Coyote

OWN THE TRAIL



Great rear protection.



Large ventilation holes.



Bottom shell.



Lazer Turnfit® Plus system.



Compatible with Lazer rear LED.



Available with MIPS.



Coyote MIPS rated 4 stars for safety in rotational impact tests.

Specifications:

- S: 52 - 56cm
- M: 55 - 59cm
- L: 58 - 61cm
- Weight: 340g (S)
- Oval fit

Collection colours:



Matte Full Black

Matte White

Matte Red Black

Matte Dark Blue
NEW COLOUR



Matte Red Rainforest
NEW COLOUR

Matte Dark Green
NEW COLOUR

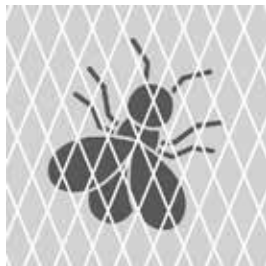
Matte Dark Grey
NEW COLOUR

Roller

ROLL WITH CONFIDENCE



Perfect ventilation.



Insect net.



Lazer Turnfit® Plus system.



Compatible with Lazer rear LED.



Available with MIPS.

Specifications:

- S: 52 - 56cm
M: 55 - 59cm
L: 58 - 61cm
- Weight: 230g (S)

- Oval fit

Collection colours:



Matte Black
NEW COLOUR



Matte Grey
NEW COLOUR



Matte White
NEW COLOUR



Matte Red
NEW COLOUR

Part of the Lazer MTB family

Design inspired from Coyote & Impala.

Colourful designs

Available in 6 colours.

Optimal ventilation

15 vents.

Perfect fit

Turnfit system
& adjustable head basket.

Increased protection

Deep rear coverage.

Extra protection

Available with MIPS.

Take it anywhere you go

Shaped for MTB.

Visor

Inspired from
technical high-end
products.



LAZER

Chiru

OFF ROAD STYLE



Perfect side and rear protection.



Lazer Turnfit® Plus system.



Compatible with Lazer rear LED.



Chiru MIPS rated 5 stars for safety in rotational impact tests.



Available with MIPS.

Specifications:

- S: 52 - 56cm
- M: 55 - 59cm
- L: 58 - 61cm
- Weight: 305g (S)

- All fit

Collection colours:



Matte Black Grey



Matte White



Matte Blue Steel



Matte Red



Matte Blue Pink



Matte Dark Green

EXTREME



Extreme line-up MY2021

Phoenix+



Phoenix+

FULL PROTECTION



Internationally approved for downhill racing.



Large adjustable visor.



Engineered by motorcycle experts.



Available in size XL.



Available in size XS.

Specifications:

- XS: 52 - 54cm
- S: 54 - 56cm
- M: 56 - 58cm
- L: 58 - 60cm
- XL: 60 - 62cm

- Weight: 1100g (S)
- Oval fit

Collection colours:



Matte Black



Faded dots



Triangles



Grey Blue



Green



White Blue Red

ROAD



Road line-up MY2021

Bullet 2.0



Genesis



Z1



Century



Sphere



Blade+



Tonic

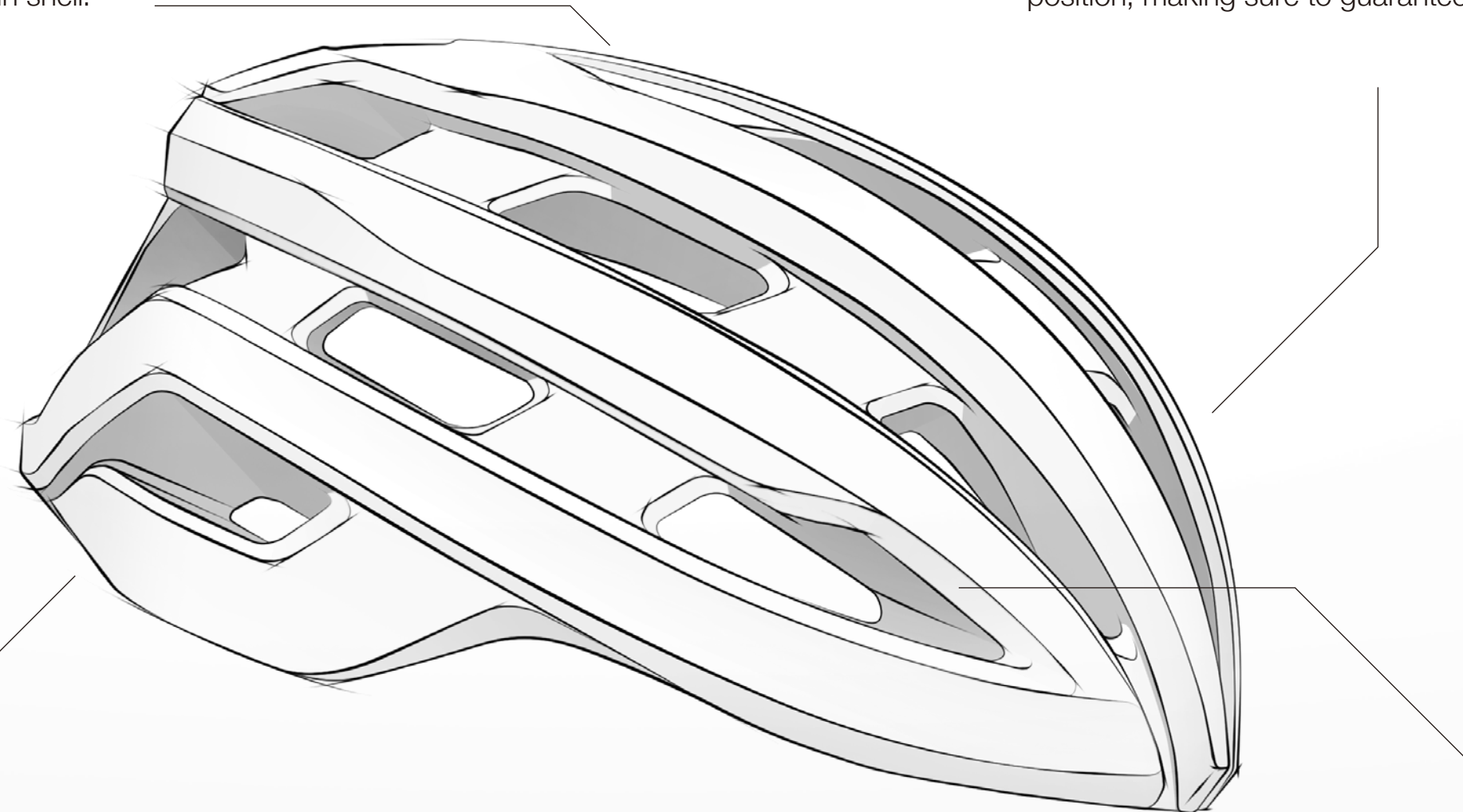


Advanced Rollsys system, comfort first

Our Lazer patented Rollsys fit system provides a 360° adjustment system. It means that pressure points are avoided as it tightens all around your head, guaranteeing optimal comfort. On Sphere, the system found its best integration ever as it is 100% in shell.

Optimized for 15° riding position, better ventilation

When creating this helmet, we took into consideration that cyclists usually don't keep their heads straight when riding. Hence, we optimized the ventilation holes according to a slightly inclined riding position, making sure to guarantee optimal cooling to riders.



Rear bottom shell, perfect looks

Your helmet is part of your outfit, wearing a good looking one is important. Pursuing that objective, we added a bottom shell at the back only, improving the overall looks of the helmet without adding unnecessary weight at the front.

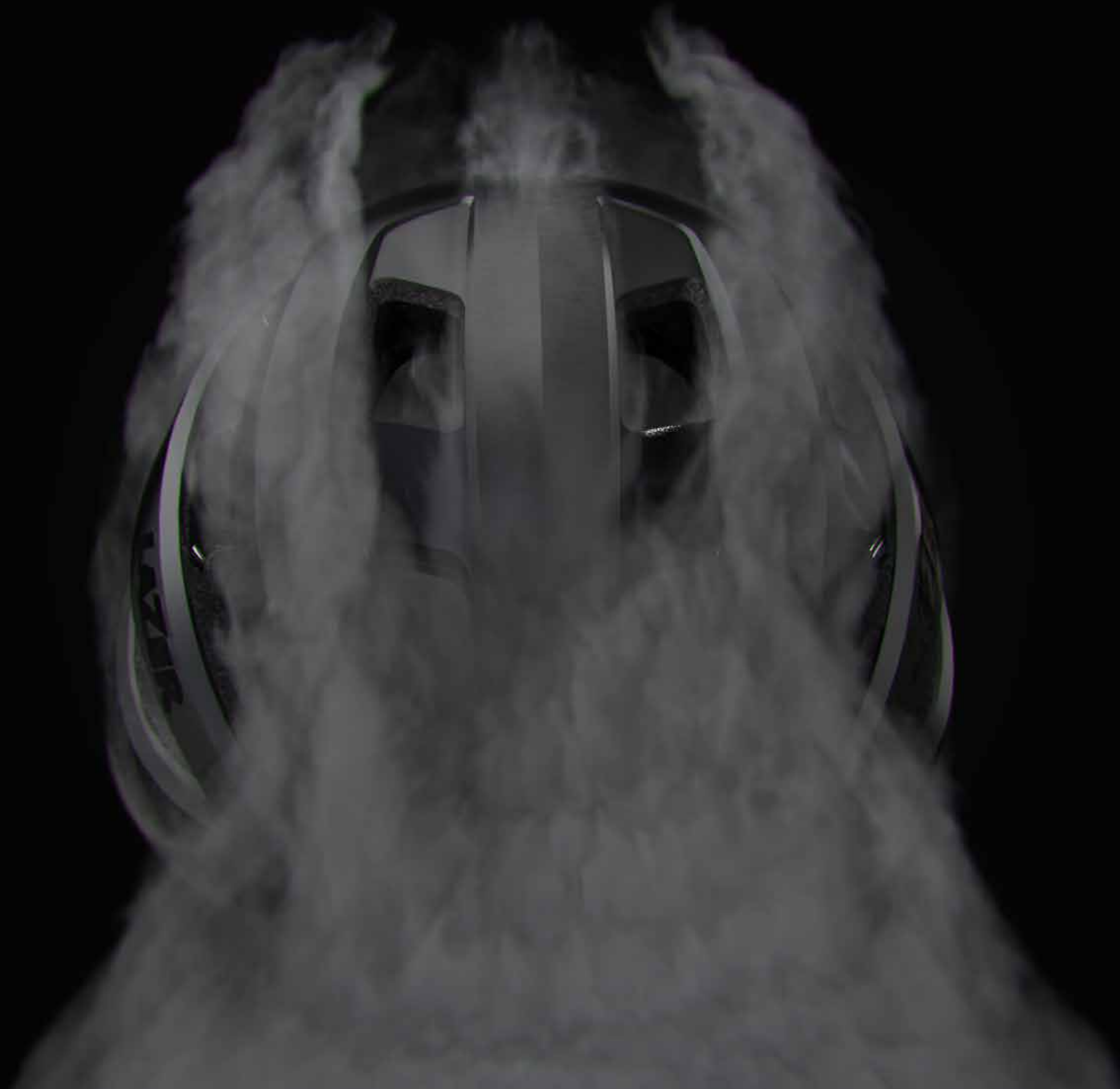
Eyewear docking, the natural fit

For any road rider, the fit between eyewear and helmet is very important in terms of looks, comfort & practicality. We thought about it and made sure to equip our Sphere with Eyewear docking, your eyewear will never bother you again.

Sphere Aeroshell



Sphere Ventilation



Sphere eyewear
docking



Sphere bottom
shell



Sphere

RIDE YOUR WAY



Ventilation optimised for real life riding position.



Lazer Advanced Rollsys® system.



Bottom shell designed to be seen while riding.



Lazer Aeroshell compatible in S M L.



Eyewear docking.



Inner polycarbonate roll cage.



Available with MIPS.

Specifications:

- S: 52 - 56cm
- M: 55 - 59cm
- L: 58 - 61cm
- XL: 61-64cm

- 240g (pending official certification weight)
- All fit

Collection colours:



Matte Black



White



Red



Blue



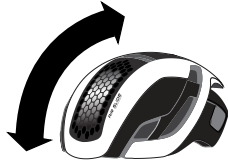
Matte Dark Green Flash Yellow




Matte Stripes

Bullet 2.0

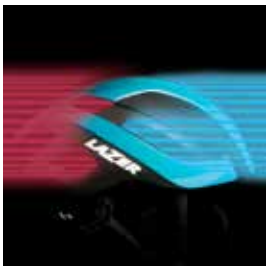
FASTER



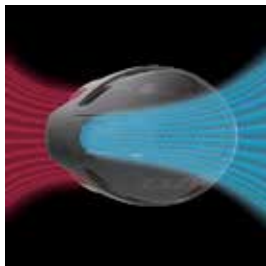
Ventilation on demand.




Magnetic panoramic lens.




Internal ventilation channels.




Lazer Venturi Cap.




Lazer rear LED included.




Reflective stickers.



Added accessories.



Approved by pros.



Available with MIPS.

Specifications:

- S: 52 - 56cm
- M: 55 - 59cm
- L: 58 - 61cm
- Weight: 325g (S)
- Oval & Round fit

TEAM || Sunweb



Collection colours:



Matte Black



White



Matte Dark Green
NEW COLOUR



Matte Titanium



Red

Aerodynamic

Aeroshell compatible.

Perfect look

Available in 7 colours.

Lightweight

Only 190g!

Perfect fit

Rollsys fit system.

Ponytail friendly

The ultimate helmet.

Perfect ventilation

6% more ventilated than with no helmet.

Top performance

Approved by UCI World Tour riders.

Perfect protection

Available with MIPS.



LAZER

Genesis/G1

LIGHT AS A FEATHER



Featherweight.



Ventilation optimised to be 6% cooler than wearing no helmet.



Lazer Advanced Rollsys® system.



X-STATIC® padding eliminates human-based odor.



Comes with race and comfort pads.



Lazer Aeroshell compatible.



Approved by pros.



Available with MIPS.



G1 MIPS rated 5 stars for safety in rotational impact tests. Safest Road helmet on test!

Specifications:

- S: 52 - 56cm
- M: 55 - 59cm
- L: 58 - 61cm
- Weight: 190g (S)

- Oval & Round fit

TEAM  Sunweb



Collection colours:



Matte Black



White Black



Red Black



Matte Titanium



Matte Dark Green Flash Yellow
NEW COLOUR



Matte Stripes
NEW COLOUR

Z1

LIGHTER



Lightweight.



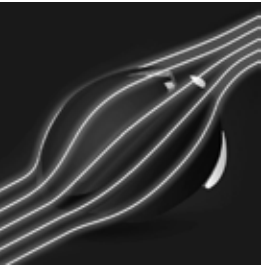
Nylon layer and T-Pro Temple.



Lazer Advanced Rollsys® system.



Comes with extra red pads.



Lazer Aeroshell compatible.



Compatible with Lazer rear LED.



Available with MIPS.



Z1 MIPS rated 5 stars for safety in rotational impact tests.

Specifications:

- S: 52 - 56cm
M: 55 - 59cm
L: 58 - 61cm
- Weight: 215g (S)

- Oval fit

Collection colours:



Matte Black



White



Matte Dark Green Flash Yellow
NEW COLOUR



Red

Century

STYLISH WITH A TWIST



Twist to be aero or ventilated on demand.



Integrated rechargeable LED.



Lazer Advanced Turnfit® system.



Internal ventilation channels.



Available with MIPS.

VIRGINIA TECH.
★★★★★
HELMET RATINGS

Century MIPS rated 5 stars for safety in rotational impact tests.

Specifications:

- S: 52 - 56cm
M: 55 - 59cm
L: 58 - 61cm
- Weight: 275g (S)

- Oval & Round fit

Collection colours:



Matte Black



White Black



Flash Yellow Black



Matte Dark Green
NEW COLOUR



Stripes
NEW COLOUR



Red

Blade+

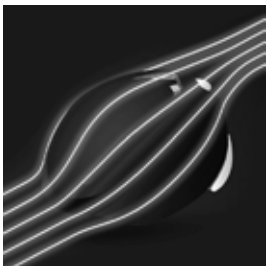
PERFORMANCE



Well ventilated.



Lazer Advanced Rollsys® system.



Lazer Aeroshell compatible.



Compatible with Lazer rear LED.



Available in XL.



Available in size XS.



Available with MIPS.



Blade+ MIPS rated 5 stars for safety in rotational impact tests.

Specifications:

- XS: 50 - 54cm
- S: 52 - 56cm
- M: 55 - 59cm
- L: 58 - 61cm
- XL: 61 - 64cm
- Weight: 240g (XS)
- Oval & Round fit

Collection colours:



Matte Black



White



Matte Dark Green Flash Yellow
NEW COLOUR



Stripes
NEW COLOUR



Red

Lightweight road helmet

In-mold construction making it only 230g.

Colourful designs

Available in 6 colours.

Optimal ventilation

28 vents to keep your head cool.

Perfect fit

Turnfit system & adjustable head basket.

Safety first

Compatible with Lazer LED.

Extra protection

Available with MIPS.

Be seen

Reflective stickers.

Style & Performance

Design inspired from high-end road helmets.



LAZER

Tonic

STYLE



Well ventilated.



Lazer Turnfit® Plus system.



Compatible with Lazer rear LED.



Available with MIPS.

Specifications:

- S: 52 - 56cm
- M: 55 - 59cm
- L: 58 - 61cm
- Weight: 230g (S)

- Oval fit

Collection colours:



Matte Black



White



Black Orange



Flash Yellow



Matte Titanium



Matte Blue Black

TT/TRACK/TRI



TT/TRACK/Tri line-up MY2021

Volante



Wasp Air Tri



Tardiz2



Rear storage, performance lies in the details

In Time Trial & Track, it's all about the details. When making the Volante, we thought about it too and made sure that its rear part could be handy. Hence, ice can be stored there, or ponytails.

Tilt fit system, speed & comfort

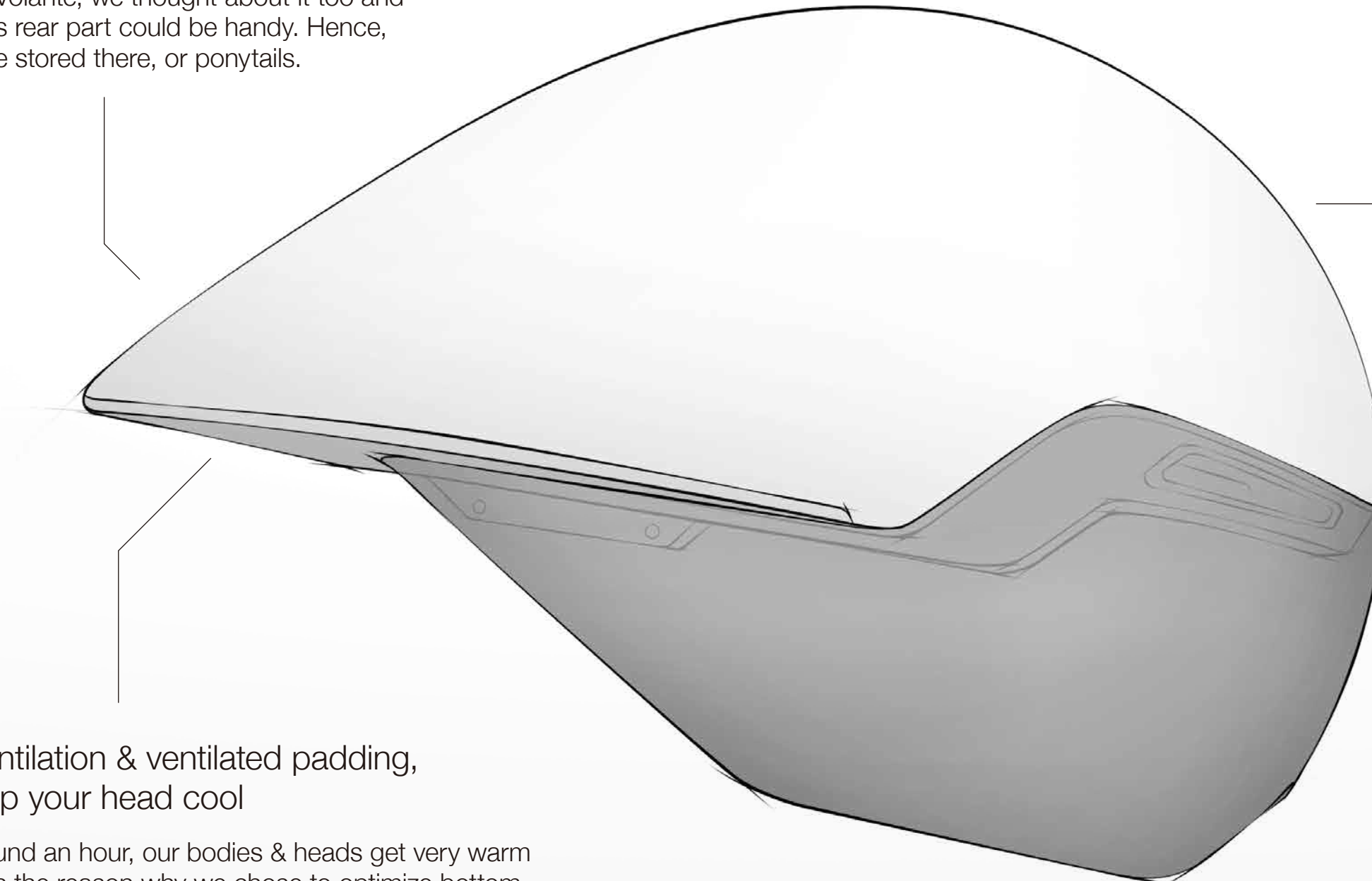
Speed comes from a conjunction of comfort & aerodynamics. A perfectly aerodynamic helmet is worthless if it stops a rider from giving their best. To fit every possible rider perfectly, we created a vertical adjustment system which allows the rider to easily change the helmet position while riding.

Bottom shell ventilation & ventilated padding, keep your head cool

When riding full speed for around an hour, our bodies & heads get very warm as the effort is intense. That is the reason why we chose to optimize bottom shell ventilation on the Volante, helping riders to cool down. The padding used is well aerated too and strategically positioned over the vents so the air evaporates the sweat from your padding as you ride.

Magnetic lens with panoramic view, eyes wide open

Ease of use of the lens is very important in Time Trials and Track as it has to be manipulated very often. The Volante's magnetic lens will bring all the flexibility needed. Offering panoramic view, it will be available in both clear & smoked versions.



Volante Aerated
X-STATIC padding



TT/Tri
NEW MODEL

Volante

SHAPED BY AIR



Lazer Turnfit® Tilt system.



Magnetic panoramic lens.



Best in aerodynamic performance.



Approved by pros.



Bottom shell for smoother airflow around the helmet.



Aerated X-Static padding keeps you cooler. Ventilations passes through and onto your head.



Ponytail stuff box.



Shaped by air.



Panoramic wrap-around lens. Magnetic lens. Silver Mirror with Anti Scratch.



Air designed to flow over shoulders.

Specifications:

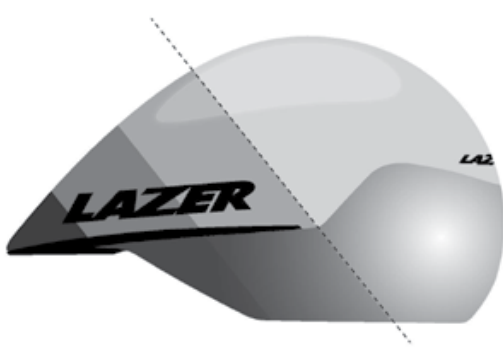
- S: 52 - 56cm
- M-L: 55 - 59.5cm
- 340g + 125g lens (pending official certification weight)
- Oval fit



Collection colours:



Matte Black



Matte White

Wasp Air Tri

FAST AND COOL



Superior aerodynamic performance.



Lazer Aquavent® water cooling system.



Panoramic tinted lens.



Adjustable lens for ventilation.



Lazer Advanced Turnfit® system.

Collection colours:



Matte Titanium



Black Silver

Specifications:

- S: 52 - 56cm
- M-L: 55 - 61cm
- Weight: 375g (S)
- Oval fit

Tardiz 2

BUILT FOR TRIATHLETES



Superior aerodynamic performance.



Lazer Turnfit® Plus system.



Lazer Aquavent® water cooling system.



Eyewear friendly.



Dimpled tail construction.

Specifications:

- S: 52 - 56cm
- M: 55 - 59cm
- L: 58 - 61cm
- Weight: 340g (S)
- Oval fit

Collection colours:



Matte Black



Matte White



Flash Yellow



Red

URBAN



Urban line-up MY2021

Armor 2.0



One+



Armor and Armor 2.0: **What's the difference?**



Armor



Armor 2.0

No bottom shell.

No LED included.

Armor 2.0

TAKE IT EVERYWHERE



Extremely lightweight.



Colourful padding.



Compatible with Lazer rear LED.



Available with MIPS.

Specifications:

- S: 52 - 56cm
M: 55 - 59cm
L: 58 - 61cm
- Weight: 260g (S)

- Oval fit

Collection colours:



Matte Black



Matte White



Matte Dark Blue



Matte Leopard



Matte Camo



Cyan



Purple

Next+ and One+: What's the difference?



Next+



One+

No brim.

No LED included.

Armor 2.0 and One+: What's the difference?



Armor 2.0

In-mold.

260gr (S).



One+

Hardshell.

430gr (S).

Urban
NEW MODEL

One+

BLEND IN



Lazer Turnfit® Plus system.



Compatible with Lazer rear LED.



Available with MIPS.

Specifications:

- S: 52 - 56cm
M: 55 - 59cm
L: 58 - 61cm
- Weight: 430g (S)

- Oval fit

LAZER

Collection colours:



Matte Black



Matte White



Matte Grey



Matte Light Blue

E-BIKE



E-bike line-up MY2021

Anverz NTA



Urbanize



Cruizer



Cruizer fabric
peak



Cruizer

YOUR CITY COMPANION



Certified shell-strength keeps you safer.



Stylish peak.



Lock hole.



Compatible with Lazer rear LED.



Compatible with Winter Kit.



Available with MIPS.

Specifications:

- S: 52 - 56cm
- M: 55 - 59cm
- L: 58 - 61cm
- Weight: 340g (pending official certification weight)
- Oval fit

Collection colours:



Matte Black



Matte Dark Grey



Matte Dark Green

Urbanize

YOUR CITY AND E-BIKE COMPANION



NTA 8776
Certified shell-strength keeps you safer.



Wide magnetic lens.



Secure lens docking.



IMAGE WILL BE PROVIDED ASAP
Magnetic buckle.



Lock hole.



Lazer rear LED included.



Compatible with Winter Kit.



Available with MIPS.

Specifications:

- S: 52 - 56cm
M: 55 - 59cm
L: 58 - 61cm
- Weight: 415g (M)

- Oval fit

Collection colours:



Matte Black



Matte Titanium



Matte White Flash Yellow
NEW COLOUR



Matte Dark Blue
NEW COLOUR

Anverz NTA

THE E-BIKE HELMET



NTA 8776
Certified shell-strength keeps you safer.



Great rear protection.



Lazer All Weather Shell included.



Magnetic buckle.



Action camera Safety Mount System.



Lazer rear LED included.



Lazer Advanced Turnfit® system.



Available with MIPS.



Anverz NTA MIPS rated 5 stars for safety in rotational impact tests.

Specifications:

- S: 52 - 56cm
M: 55 - 59cm
L: 58 - 61cm
- Weight: 377g (S)

- Oval fit

Collection colours:



Matte Titanium



Matte Black

SPORT



Sport line-up MY2021

Cameleon



Lizard



Compact DLX



Petit DLX



Compact



Cameleon

CLAIM



Lazer Advanced Rollsys® system.



Compatible with Lazer rear LED.



Available with MIPS.



Available in size XL.

Specifications:

- S: 52 - 56cm
- M: 55 - 59cm
- L: 58 - 61cm
- XL: 61 - 64cm
- Weight: 265g (M)

- All fit

Collection colours:



Matte Black Grey



Matte White



Matte Dark Blue



Matte Black Red



Matte Dark Green
NEW COLOUR

Lizard

CLAIM



AutoFit® system automatically adjusts to fit your head.



Compatible with Lazer rear LED.



Lock hole.



Available with MIPS.

Specifications:

- M: 55 - 59cm
- L: 58 - 61cm
- Weight: 320g (M)

- All fit

Collection colours:



Matte Black



Matte White



Flash Yellow



Red



Matte Dark Blue

Compact DLX

FITS EVERYBODY



Guaranteed fit.



Lazer Turnfit® Plus system.



Lazer rear LED included.



Insect net.



Available with MIPS.

Specifications:

- Uni-size (54-61cm)
- Weight: 325g
- Oval & Round fit

Collection colours:



Matte Black



Matte White



Flash Yellow



Black Blue



Black Red



Matte Dark Blue

Petit DLX

FITS SMALLER HEADS



Guaranteed fit.



Lazer Turnfit® Plus system.



Lazer rear LED included.



Insect net.



Available with MIPS.

Specifications:

- Uni-size (50-57cm)
- Weight: 280g
- Oval fit

Collection colours:



Matte Black

Matte White

Flash Yellow



Black Pink

Black Red

Matte Dark Blue

Compact

FITS EVERYBODY



Lazer Turnfit® Plus system.



Compatible with Lazer rear LED.



Available with MIPS.



Guaranteed fit.

Specifications:

- Uni-size (54-61cm)
- Weight: 325g
- Oval & Round fit

Collection colours:



Black



White



Flash Yellow



Titanium



Red



Blue

KIDS



Kids line-up MY2021

J1



Gekko



Lil'Gekko



Max+



Bob



J1

FITS EVERYBODY



Lazer rear LED included.



Insect net.



Lazer Turnfit® Plus system.

Specifications:

- Youth Uni-size (52-56 cm)
- Weight: 295g (S)
- Oval fit

Collection colours:



Matte Black White



Purple Turquoise



Big Flames



Flash Yellow



White Pink

For kids 5-12

With Lil'Gekko version.

Colourful designs

Available in 13 colours.

One size fits all

Fits as kids grow.

Safety first

Compatible Lazer LED.

Great rear protection

To protect from bumps.

Visor

Inspired from technical adult products.

Extra protection

Available with MIPS.

Ease of use

Equipped with our Autofit® system.



LAZER

Gekko

ALWAYS A PERFECT FIT



Perfect side and rear protection.



AutoFit® system automatically adjusts to fit your child's head.



Compatible with Lazer rear LED.



Available with MIPS.

Specifications:

- Kids Uni-size (50-56 cm)
- Weight
- All fit

Collection colours:



Black



Blue Pink



Dark Green Camo



Blue Yellow



Spaceman



White Tropical



Dark Blue

For kids 5-12

With Lil'Gekko version.

Colourful designs

Available in 13 colours.

One size fits all

Fits as kids grow.

Safety first

Compatible Lazer LED.

Great rear protection

To protect from bumps.

Visor

Inspired from technical adult products.

Extra protection

Available with MIPS.

Ease of use

Equipped with our Autofit® system.



LAZER

Lil’Gekko

ALWAYS A PERFECT FIT



Perfect side and rear protection.



AutoFit® system automatically adjusts to fit your child's head.



Compatible with Lazer rear LED.



Available with MIPS.

Specifications:

- Toddler Uni-size (46-50 cm)
- Weight
- All fit

Collection colours:



Sharky



Pony



Sea Pony



Star



White Dino



Fox

Max+

MAXIMUM SAFETY AND STYLE!

UNISIZE

Guaranteed fit.



Compatible with Lazer rear LED.



Lazer Turnfit® Plus system.

Specifications:

- Kids Uni-size (49-56 cm)
- Weight: 295g
- Oval fit

Collection colours:



Race Car



Flower Girl



Shark



Little Duck



Unicorn



Mermaid

BOB

BABY ON BOARD



Guaranteed fit.



Child seat ready.



Thick comfortable padding.

Specifications:

- Toddler Uni-size (46-52 cm)
- Weight: 277g
- Oval fit

Collection colours:



Birds



Red Flash



Future World Champion



Pink Dots



Clouds



Tiger



Black White

ACCESSORIES



Rechargeable LED

Available as an accessory for the following helmets:



Urbanize (supplied with the helmet as standard).



Lizard.



Gekko & Lil'Gekko.



Cameleon.

Specifications:

- Micro USB type (For battery charging)
- Weight: 19g
- Brightness 5 lumen
- Water rating IPX5 (with closed top cap)
- Rechargeable li-poly battery

Battery consumption:

- Solid mode: 7 hours
- Blinking mode: 24 hours
- Pulse mode: 9 hours
- Battery charging time: ~2 hours



Winter kit

Available as an accessory for the following helmets:



Urbanize.



Cruizer.

Includes:

- 2x ear warmers:
Artificial leather on the outside, fluffy on the inside.
- 1x front vent bung:
Block airflow during cold winter months.



Aeroshell

Available as an accessory for the following helmets:



Genesis.



Sphere.



Z1.



Blade+.

Benefits:

- Increases aerodynamic performance.
- Protects from wind and rain.
- Can easily be popped on or off the helmet.
- Rolls up and to be easily stored in rear jersey pocket.



Your and your retailer's **access to imagery**

Lifestyle and product

Autonomous access to all the Lazer content

Effective search tool & tags

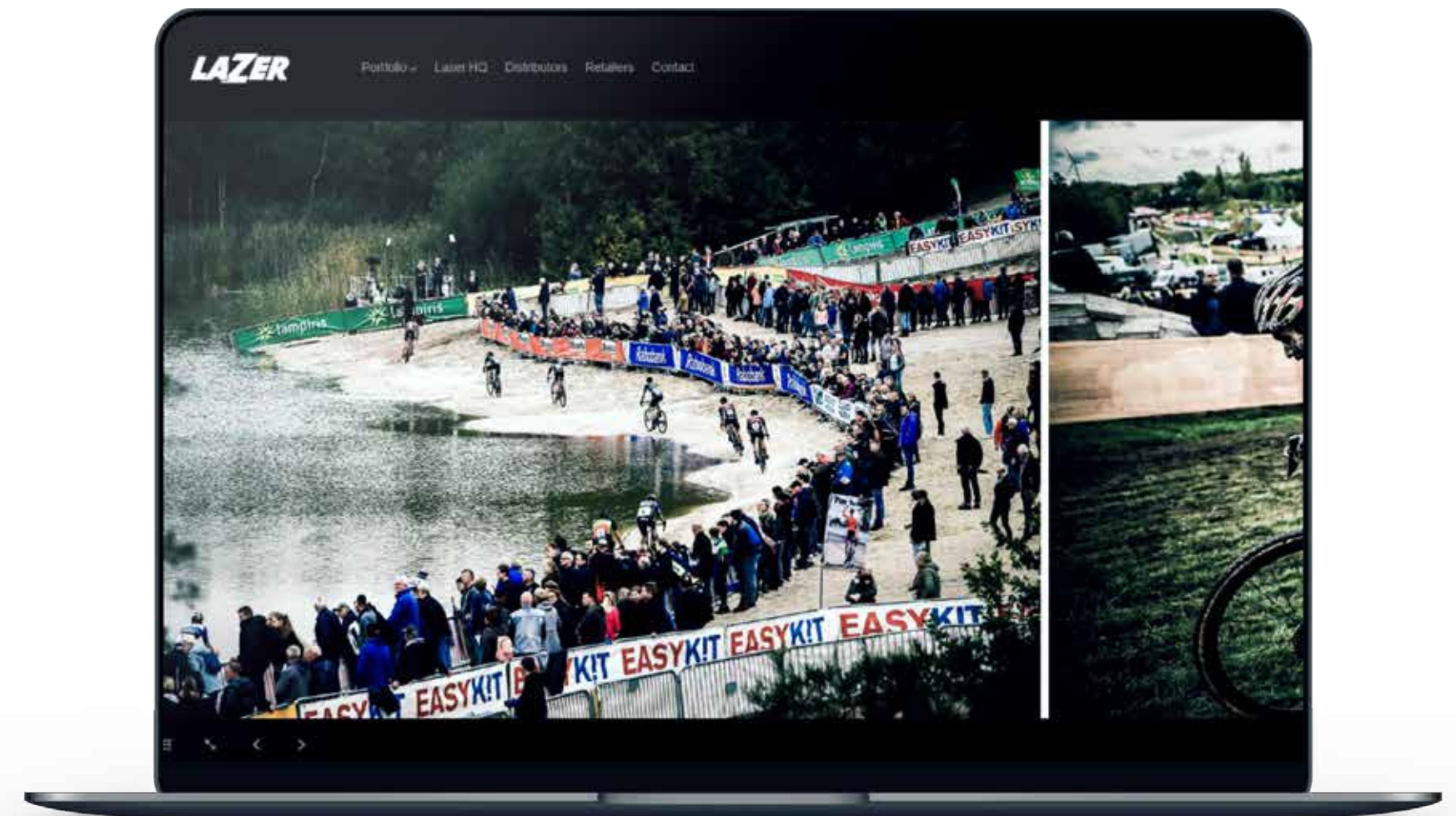
Lazer pushes content

Access for retailers

90GB of content online to date

To request access, send an email to
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