

Helmet Use Survey

The Snell Ambassadors is a group of motorcycle enthusiasts who have stayed in touch with the Foundation after attending Snell presentations or visiting the Snell lab. Late in October 2024, an email survey was conducted among Snell Ambassadors to find out current use and preference of motorcycling helmet styles. Here are some of the key survey findings: Among all the responded Snell Ambassadors,

- 1) 69% are currently using Snell certified helmets. A substantial majority of Snell certified helmet users wear full-face helmets, among whom a few also use modular helmets occasionally.
- 2) 25% primarily use modular helmets. 11% would not consider modular helmets at all.
- 3) Current users of modular helmets make up 55% of all non-Snell certified helmet users.
- 4) 97% of all non-Snell helmet users are willing to consider Snell certified modular helmets.
- 5) Many of the Snell Ambassadors are motorcycle riding coaches. Of those modular helmet users 55% considered the style preference for the convenience for talking and 45% for wearing glasses.

Thank you to all survey participants!



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M2025 Helmets in Market

Snell M2025D and M2025R Standards became effective on August 1, 2024. List of certified helmet models and sizes are available on the Snell website. Certified M2025 helmets are in the market. Production of M2020D and M2020R certified helmets will stop by March 1, 2025. M2025 Standards incorporate oblique testing that examines rotational acceleration during impacts. Copy of the M2025 Standards are posted on the Snell website.

SA2025 Certification Test

The Snell SA2025 Standard has been finalized and certification testing is ongoing. Certified helmets will be available for sale starting October 1, 2025 when the standard becomes effective. SA2025 certified helmet list will be made public on the Snell website at the same time.

Updated Forms and Pricing

The number of samples for M2025 certification testing have increased due to additional oblique impact testing required in the new standards. Prices for various types of testing and decals are changed effective January 2025. A complete price list is available on the Snell website along with forms for submitting helmet samples for testing: [Pricelist_rev_036_01-01-25.pdf](#)



Snell at PRI 2024

Snell Foundation had an increased presences from both the Board of Directors and the staff at the PRI 2024 Show in Indianapolis, the largest auto racing industry show in the United States. President of Snell Foundation Dr. Daniel Thomas, Executive Director Steve Johnson, and Chief Technology Officer Denis Anishchenko attended seminars at the International Council of Motorsport Sciences (ICMS) annual conference and the show. Snell is a supporting member of ICMS. NASCAR's VP of Safety Engineering and the newest Snell Board Member John Patalak gave several presentations on safety. Director of Education Hong Zhang had a live interview with FOX Sports at the NHRA booth introducing SA2025 Standard and promoting helmet safety.



Safety Education and Community Outreach

In 2024 Snell education efforts reached more helmet users through emails, social media, trade show, rally events, motorcycling gear outlets, safety conferences, and racing events. Just before Christmas 2024, new Snell hats and T-shirts were sent to the growing list of Snell Ambassadors. In 2025 we will keep up our outreach activities. Please contact Hong Zhang (Hong@smf.org) if you have suggestions to help keep your riding and racing community safer.



Thank you to Shoei and HJC for donating helmets to the State Motorcycle Safety Association's annual conference in Denver in September 2024 to support motorcycle rider education. Donations are welcome from all certified manufacturers.

From the Editor:

We invite comments and items for inclusion in subsequent issues.

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