

# Bike Safety

For commuters navigating the busy streets of a busy city or hobby cyclists tackling winding roads, staying safe on a bike, e-bike, or scooter is essential. However, in our fast-paced world, convenience is also a priority. While helmets are crucial for protection, they can often be bulky and inconvenient to carry around. Notably, head injuries are a leading cause of serious injury and death in cycling accidents. Research indicates that wearing a helmet can reduce the risk of head injury by up to 85%, making it one of the most effective safety measures for cyclists.



The modern bike helmet was popularised in the 1970s by Dr. Terry Smith, a neurosurgeon who helped develop the "Bell Biker" helmet for Bell Sports. This helmet, made with expanded polystyrene foam for impact protection, set the standard for today's designs. Earlier versions, like the leather "Hairnet" helmet from MSA, paved the way for these safety advancements. Although early cyclists used minimal protection, modern helmets have since become an essential safety tool for cyclists worldwide.

## Foldable Bike Helmet

After six years of development, the Newlane helmet offers a thoughtful solution to a common problem: providing cyclists and scooter riders with reliable protection without the bulk of traditional helmets. Designed by a team of UK-based founders, engineers, and designers, the helmet reimagines safety gear to be both functional and convenient, addressing the growing need for mobility in modern urban environments.

Its defining feature is its ability to fold into a compact form, making it easy to carry in a bag—a significant departure from conventional helmets. This innovative design represents a shift in how we approach everyday products, integrating ease of use without compromising on safety. From a design perspective, the helmet's sleek, minimalist look balances practicality with style. It embodies a growing trend in product design, where adaptability and convenience are increasingly valued in response to urban lifestyles.

## Safety

The engineering team ensured that each component of the Newlane helmet remains as robust and protective as its more rigid counterparts. EN 1078, a European safety standard, outlines requirements for helmet construction, including shock absorption,



retention system properties, field of vision, and retention system strength. To meet this standard, helmets undergo tests simulating cycling accidents. These high-speed impacts are tested on various helmet parts using flat and kerbstone steel anvils. Helmets must not allow a force of more than 250G to reach the head-form. The Newlane helmet averages an impact result of 134G—well below the threshold and many traditional helmets—ensuring it offers strong protection in various conditions. Additionally, the honeycomb design dissipates impact force effectively in an accident scenario.

All tests are conducted after heating (+50°C), cooling (-20°C), and ageing the helmets under UV light, ensuring durability across diverse conditions.

## Sustainable Design

In today's world, our relationship with the environment is closely examined. More than ever, we're conscious of how our actions—both in production and consumption—affect the planet. Designers must consider a product's full life cycle and the materials used.

The Newlane helmet addresses this by being made from recycled plastic and featuring an end-of-life recyclability programme. It folds to a height of 81mm, reducing its volume by 50%. Weighing only 470g, it presents an ideal option for eco-friendly commuting.

## Aesthetic

Available in black with accent options of orange, white, or yellow, the Newlane helmet maintains the sleek appearance of a regular helmet while concealing its foldable system. This balance between fashion and function makes it a standout choice for both city cyclists and recreational riders.

## Made in the UK

Proudly manufactured in the UK, the helmet reflects the founders' commitment to creating a product that meets riders' practical needs and upholds high production standards. Co-Founder Josh Cohen explains, "We understand the challenges faced by city cyclists and recreational riders who lead busy lives. With The Newlane, we've created a helmet that is compact, stylish, and, most importantly, safe. Our goal is to make life easier for everyone who prioritises safety without sacrificing convenience."

## Industry Game-Changer

The Newlane has already captured the attention of key players in the cycling and mobility industry. Brompton Bike Hire, known for its foldable bikes, placed an order for the helmet two years ahead of its official launch. The Smartech store at Selfridges will also stock the helmet, recognising its potential to revolutionise safety gear for modern riders. Additionally, a collaboration with Troubadour, a luxury sustainable bag producer, showcases how the Newlane seamlessly fits into a stylish, eco-conscious lifestyle. ✕

## Links



wearenewlane.com

