

News Release

Concept helmet rethinking motorcyclists' style, safety, comfort & functionality

■ Co-created by Vega and BASF

Mumbai, India – December 8, 2021 – [Vega](#) and BASF today unveiled a concept helmet – co-created to showcase innovative material solutions and designs that enhance motorcyclists' style, safety, comfort, and functionality.

Driving new applications by exploring co-development opportunities

In collaborating on the project, Vega and BASF considered the critical concerns of riders, such as a lighter weight helmet and ample ventilation for greater comfort and safety.

“The versatility of our innovative and customized material solutions also opens up design possibilities. You need more than just a product to solve your challenges - you need a variety of high-performance materials, applications, engineering, simulation, and manufacturing know-how to develop new products and applications. Our co-creations projects, such as the concept helmet, demonstrate how successful collaboration along the entire value chain can better serve market needs,” said Marilyn Lye, Vice President, Business Management Industrial, Performance Materials Asia Pacific, BASF.

BASF's broad portfolio of advanced material solutions - which can be optimized to meet demanding application specifications - inspired the creation of the concept helmet. The high-performing materials conceptualized for the co-creation also

extend the durability of end-products or have been designed with recyclability in mind.

- Infinergy® E-TPU for the outer layer of the helmet interior provides excellent damping performance.
- Elastollan® TPU for the bottom ribs and soft pad over the Bluetooth provides a smooth surface, and soft-touch yet possesses excellent wear and tear performance. When applied as a paint protection film and striking Electroluminescent (EL) strip light, Elastollan offers good transparency, scratch resistance, and excellent durability.
- Ultramid® PA for the outer shell, breath guard cover, and carabiner assembly provide good impact resistance and mechanical performance.
- Ultraform® POM for gears and other components possess excellent sliding characteristics and good dimensional stability.
- Ultradur® PBT for front air vent, assembly dust pocket & filter body provides good flowability, aesthetics, and weatherability (outdoor durability).

The Creation Center, BASF's dedicated touch-point inspiring creative solutions, BASF designers, engineers, and simulation experts also support customers such as Vega in the early product development phase – from design conceptualization to technical specification, material testing, prototyping, validation, marketing, and launch. For the concept helmet, the Creation Center teamed up with Vega and Elephant Design, an industrial design agency, to develop a design solution that fulfilled the helmet co-creation design requirements related to style, safety, comfort, and functionality.

“Vega has been the preferred choice for numerous bikers and two-wheeler riders, providing them safety and quality for over three decades. We are glad that through our tie-up with BASF, we can introduce new concepts in the helmet industry. Together with BASF, we are moving forward with our mission of exploring new frontiers in helmet technology and material innovation and safety through functional and creative design with BASF. The concept helmet is a showcase example of how we are blending futuristic design and technology to create premium quality helmets and provide excellent customer experiences,” said Mr. Uttam Chandak, Director,

Research & Development, Vega Auto Accessories Pvt Limited, Belgaum.

India is the world's biggest two-wheeler market and accordingly for scooter and motorcycle helmets. There are 20 Million two-wheelers sold annually and more than 250 Million two-wheelers plying on Indian roads.

About Vega

BASF's Vega Auto Accessories Pvt Limited, Belgaum, one of the leading helmet manufacturing companies in India, with a wide network of over 400 Dealers across the Country and has also established itself overseas in countries like, USA Canada, Germany, Italy, Angola, Nepal, Thailand, Sri Lanka, China, Japan, Bangladesh, Bahrain, Madagaskar, Georgia, Peru, Israel, Cambodia Paraguay, Gautemala and Chile. Vega in recent years have introduced a new Brand AXOR - In design collaboration with Italy, to cater to the growing Premium Markets in India with a Price range Rs. 4000/- to 10000/- Plus. Vega has powered its way to become one of the leading helmet manufacturers in India, competing with the world leaders with respect to design, process and product quality. 'Quality above Quantity' has always been the motto in every stage of development at Vega.

About BASF's Performance Materials division

BASF's Performance Materials division encompasses the entire materials' know-how of BASF regarding innovative, customized plastics under one roof. Globally active in four major industry sectors – transportation, construction, industrial applications and consumer goods – the division has a strong portfolio of products and services combined with deep understanding of application-oriented system solutions. Key drivers of profitability and growth are our close collaboration with customers and a clear focus on solutions. Strong capabilities in R&D provide the basis to develop innovative products and applications. In 2020, the Performance Materials division achieved global sales of €5.63 bn. More information online: www.plastics.basf.com.

About BASF

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. More than 110,000 employees in the BASF Group contribute to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into six segments: Chemicals, Materials, Industrial Solutions, Surface Technologies, Nutrition & Care and Agricultural Solutions. BASF generated sales of €59 billion in 2020. BASF shares are traded on the stock exchange in Frankfurt (BAS) and as American Depositary Receipts (BASFY) in the U.S. Further information at www.basf.com.