



Simpson Motorcycle Introduces Journey and Xcursion Helmets for Adventure Riders

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Iconic brand brings its trusted innovation and bold American style to growing adventure rider market

BOWLING GREEN, Ky.--(BUSINESS WIRE)-- [Holley Performance Brands](#) (NYSE: HLLY), a leader in automotive aftermarket performance solutions, has unveiled two groundbreaking additions in the [Simpson Motorcycle](#) lineup: the Journey Bandit and Xcursion Bandit adventure motorcycle helmets. Designed for the growing adventure rider market, these innovative helmets deliver unmatched protection and performance on and off-road.



The Simpson brand's signature quality, innovation and style has made it a household name in motorsports safety since 1959. Nearly 20 years ago, Simpson introduced that same spirit to its gear for motorcycle enthusiasts. Today, the Simpson adventure helmets mark a bold entry into a new market for the brand, meeting the unique needs of off-road adventure riders by combining trusted protection and performance with Simpson's unapologetic American style. The move comes amid a global rise in motorcycle touring and adventure riding, underscoring Simpson's commitment to meeting the needs of off-road riders and positioning Holley Performance Brands as a forward-focused leader in a growing market.

Designed for adventure enthusiasts, the Journey Bandit and Xcursion Bandit helmets deliver top-tier protection and performance in any condition. (Photo: Business Wire)

"Adventure riders demand gear that matches their style and drive to push boundaries – without compromise," said Matthew Stevenson, President

and CEO, Holley Performance Brands. "The new Journey Bandit and Xcursion Bandit adventure motorcycle helmets deliver on that demand and demonstrate how Holley Performance Brands continues to evolve its safety product portfolio to take the lead in new markets and appeal to a wide variety of enthusiasts."

Designed for Every Adventure

The Journey Bandit helmet is designed for both open highways and off-road trails with a dual-certified chinbar, while the Xcursion Bandit helmet's versatile full-face design is tailored specifically for rugged off-road exploration. Both helmets are meticulously crafted with features that prioritize safety, comfort and performance in any condition or climate, including:

- **Durable construction:** Tricomposite or carbon fiber shells for exceptional strength and durability
- **Advanced cooling:** Adjustable top and chin vents for superior airflow
- **All-day comfort:** Advanced plush foam padding wrapped in Comfort MAX for a secure, spacious and dry fit
- **Clear views:** Ultra-wide viewports and Pinlock® MaxVision antifog shields for broad and clear views
- **Custom fit:** Three shell sizes for an optimal and personalized fit for every adventure rider

"Simpson has always been about empowering drivers and riders to safely take on that next challenge," said Brian Appelgate, Senior Vice President Safety & Racing, Holley Performance Brands. "Adventure riders are a growing and increasingly younger set of enthusiasts, and they're looking for gear that fits their attitude and style. The Journey Bandit and Xcursion Bandit helmets answer that call like only we can. It's another way we're driving our mission forward and bringing more performance, safety, fun

and excitement to enthusiasts everywhere.”

Simpson will highlight the new adventure line at the [AIMExpo](#) (February 5-7), as well as the [One Motorcycle Show](#) (February 7-8) in Las Vegas, where the brand is a primary sponsor and will host bold, high-energy showcases, complete with fire, fuel drag bikes, stunt demos and more.

For more information about the Journey Bandit and Xcursion Bandit adventure motorcycle helmets, click [here](#).

For more Holley company news, click [here](#).

Certain statements in this press release may be considered “forward-looking statements” within the meaning of the “safe harbor” provisions of the United States Private Securities Litigation Reform Act of 1995. Such forward-looking statements are subject to risks, uncertainties, and other important factors which could cause actual results to differ materially from those expressed or implied by such forward-looking statements, including but not limited to Holley’s ability to (1) successfully design, develop, and market new products, (2) maintain and strengthen demand for our products and brands, (3) execute on strategic and operational initiatives, and (4) and the other risks and uncertainties set forth in the Annual Report on Form 10-K for the year ended December 31, 2023 filed with the U.S. Securities and Exchange Commission (“SEC”) on March 14, 2024, and in any subsequent filings with the SEC.

About Holley Performance Brands

Holley Performance Brands (NYSE: HLLY) leads in the design, manufacturing and marketing of high-performance products for automotive enthusiasts. The company owns and manages a portfolio of iconic brands, catering to a diverse community of enthusiasts passionate about the customization and performance of their vehicles. Holley Performance Brands distinguishes itself through a strategic focus on four consumer vertical groupings, including Domestic Muscle, Modern Truck & Off-Road, Euro & Import, and Safety & Racing, ensuring a wide-ranging impact across the automotive aftermarket industry. Renowned for its innovative approach and strategic acquisitions, Holley Performance Brands is committed to enhancing the enthusiast experience and driving growth through innovation. For more information on Holley Performance Brands and its dedication to automotive excellence, visit <https://www.holley.com>.

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