

# Riddell 360

ELEVATE YOUR GAME FROM THE TOP DOWN:  
INTRODUCING THE NEXT EVOLUTION OF RIDDELL  
FOOTBALL HELMET TECHNOLOGY.  
THE RIDDELL 360.



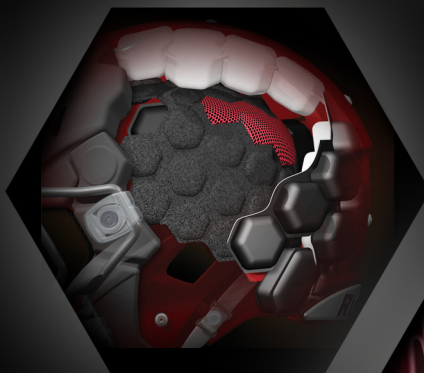
## Sleek and Stealthy

Aggressive design with extreme detailing features oversized vent holes to allow for more air circulation around the player's head. Hexagonal liner system with four inflation points leverages energy managing materials and includes a removable, moisture-resistant anti-microbial overliner, keeping players comfortable and ready to play down after down.



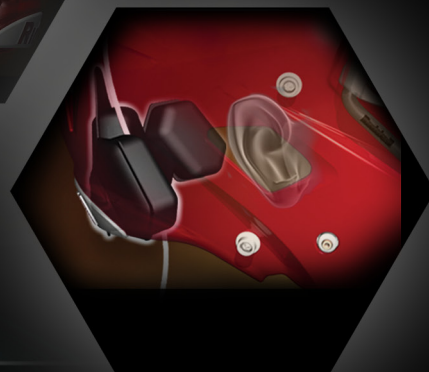
## Swift and Sound

Lightweight technologies in facemask and shell offer comfort and balance on the field. Uses strategically placed hinge clips, new face mask attachment system and a facemask that flexes to reduce forces from frontal impacts.



## Stay In the Game

Enhanced occipital lock cradles the head for ultimate in fit, comfort and stability, and helps a properly fit helmet protect the player down after down and stay on his head so he can stay in the game.



## From Inside the Lab to Between the Lines

The Riddell 360 helmet is the product of countless hours of **advanced testing** and data collection on and off the gridiron. A calculated combination of technology and performance highlights **enhanced protective features** while amplifying player prowess when it matters most – on gameday. Built for protection, performance and comfort, the Riddell 360 boasts an **aggressive design** and employs protective technologies new to the football field. These breakthroughs earned the Riddell 360 the **highest possible 5-STAR Helmet Rating** from the engineers at Virginia Tech. The fusion of design and performance allow players at any level to **elevate their game from the top down with the 360.**

# Riddell®

PROTECT. PERFORM.™

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