



TWISTEDCORE™

THE STORY

- **Bob's Background**
 - Started riding at 24. Road racer for two years.
 - Identified need for experience in safer environment.
 - Met with other riders to develop organized track days.
- **NESBA Background**
 - Established in 1997 - 8 events first year
 - At peak: 8500 members – 232 events – 4 regions
 - In 2009, starting noticing base layer at events
 - Identified deficiencies; developed three prototypes and tested.
- **The Right Partnership**
 - Started shopping for the right manufacturer.
 - Found partner in Reading PA company that creates apparel for Olympic athletes.
 - Additionally testing and fine tuning of product; product line created.
- **The Future**
 - Additional base layer lines made for specific needs of end user.
 - Customized Base Layer
 - Brand Recognition Products – t-shirts, hats, etc.



WHO IS TWISTEDCORE

WE ARE INNOVATORS

At TWISTEDCORE, we design and produce high-performance, compression base layer apparel for the motor sports industry. That's all we do. And we believe we do it better than anyone else. It is our focus on this singular mission that sets us apart in the industry.

WE ARE THE PERFECT MIX OF INDUSTRY AND TECHNICAL EXPERTISE

We are riders. We ride the track and the open road. We've struggled finding the right base layer apparel with the technical features the sport demands. We talked to hundreds of other riders and found a common message; a proper base layer is critical to a rider's overall comfort and ultimate performance. We decided that if we couldn't find it, we would make it.

WE ARE COMMITTED

We are on a quest to create the perfect base layer garments for our customers and to be a riders only choice.

IT'S WHAT'S UNDERNEATH THAT COUNTS



TWISTEDCORE™

WHAT IS BASE LAYER

A base layer, by simple definition, is the first layer of clothing you wear against your skin before you put on any other layers. It is the “base” of your outfit.

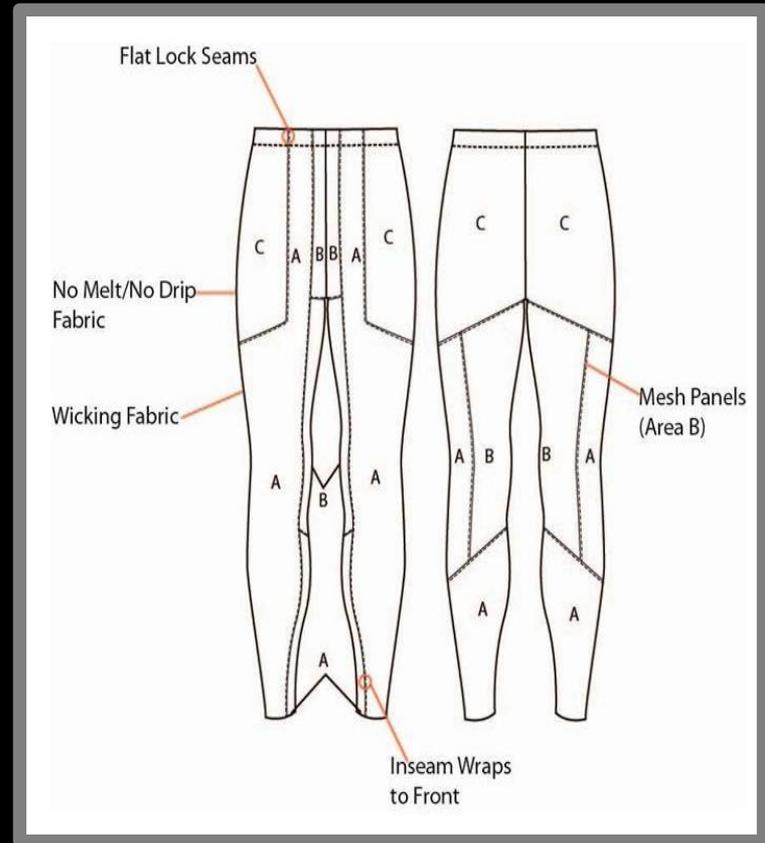
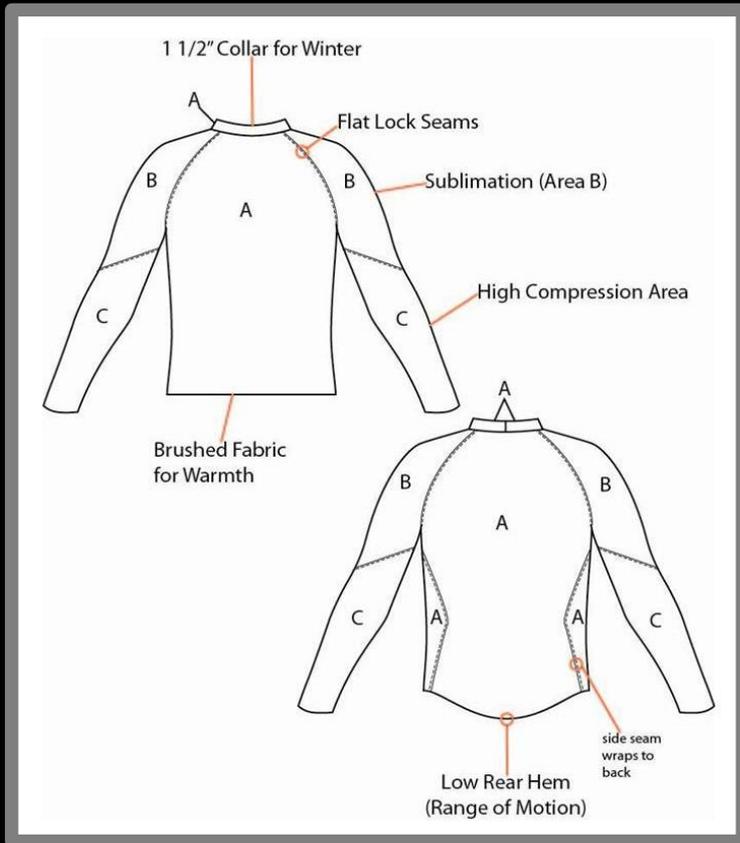
WHY IT IS IMPORTANT

Wearing the proper base layer is critical to rider performance. At a minimum, base layer should:

- Support body temperature regulation
- Keep you dry and comfortable
- Save your skin from road rash



DESIGN CONCEPTS



PRODUCT TECHNOLOGY

Gradient Compression

Advanced Fabrics

Engineered Construction

Specific Purpose Fit



TWISTEDCORE™

GRADIENT COMPRESSION

Compression helps mitigate muscle stiffness and soreness. When the right amount of compression is used, there is improved blood and oxygen flow to working muscles.

Our base layer is designed to deliver a targeted, controlled amount of compression where it benefits a rider the most. This targeted gradient pressure promotes better circulation, helps to lower fatigue, and enhances your riding performance.



ADVANCED FABRICS

- Technical mesh that maximizes air flow and regulates body temperature.
- Moisture wicking, anti-microbial, and UV properties.
- Melt resistant technology that won't burn or melt when exposed to intense heat or abrasion.
- Shorter drying time and superior shape retention.



ENGINEERED CONSTRUCTION

- Functional compression
 - Strategically placed where needed, without being restrictive
- Ventilation Zones
 - Strategically placed on back and inseams
- Flatlock seams and Tagless Technology
 - No interior fabric
 - Reduces skin irritation



SPECIFIC PURPOSE FIT

- Wider shoulders and upper back to extend range of motion.
- Elongated tail providing maximum coverage.
- Extended length of shirt sleeves and pants providing appropriate coverage in riding positions.
- Higher waistband to prevent “folding over”.



COMPETITOR COMPARISON

	TWISTEDCORE	AlpineStar	Klim	UnderArmour	Revit	Dainese	First Gear	AeroStitch
Anti Microbial	x	x		x	x	x	x	x
Moisture Wicking	x	x	x	x	x	x	x	x
Melt Resistant Properties	x	x						
Flat Seams or Seamless	x	x	x	x		x	x	x
Targeted Gradient Compression	x							
Multiple Fabrics	x							
Ventilation Zones	x	x		x	x	x		
Tagless	x		x					
Elongated Back	x							
Low Odor	x							
Base Layer Focused	x							
Low Profile Cuffs	x		x					
Low Profile Ankles	x		x					
Mfg in USA	x							
Limited Lifetime Warranty	x							
Color Neutral	x							
Customizable	x							



INDUSTRY FEEDBACK

- This shirt breaths well and the length of the shirt in the back is great; you can tell thought was put into this by people who ride. The shirt doesn't "creep" up and stays tucked in. Very nice.
- The pants worked really well. I could feel the cooling effect all day. The design makes getting in/out and wearing your leathers much better. It's a step up from what other brands have for sure. Highly recommend.
- I have a couple of other shirts, but they don't compare to this. There was no sweat build-up at all. I rode for 3 hours straight and the forearm compression really helped with fatigue; I forgot I had it on. I ordered a second shirt and won't go riding without it.
- I just returned from a ten day trip where I wore TWISTEDCORE gear nearly every day. I was quite comfortable and impressed. I washed it in the sink nightly with a mild soap and hung it to dry. At no time did it start to stink and it held its shape.
- I like the way the pants fit and wicked away the sweat under my leathers. They were not too tight and are a "true size" fit.



RoadRUNNER

MOTORCYCLE TOURING & TRAVEL

CYCLE WORLD

TrackdayMag.com

USRIDERNEWS

MOTORCYCLE NEWS AND ENTERTAINMENT

NEXTMOTO CHAMPION

MAGAZINE ▶ TALK SHOW ▶ WEBSITE



TWISTEDCORE™

KEY SELLING FEATURES

- **Product Technologies**
 - Gradient Compression
 - Advanced Fabrics
 - Engineered Construction
 - Specific Purpose Fit
- **Manufactured in USA**
 - Of imported and domestic fabrics
- **No Special Washing Instructions**
 - Machine or hand washable. Dryer or hang dry.
 - Ideal for multi-day wear.



TWISTEDCORE™

DEALER BENEFITS

- **Lifetime Limited Warranty**
 - Guaranteed to be free from manufacturing defects. If defect found, product replaced or credit issued.
- **Seasonal Change**
 - Dealers will be allowed one seasonal change per calendar year. merchandise can be returned from immediate past season and receive credit before payment for the new season merchandise is due.
- **FREE Marketing Materials**
 - No charge for brochures and decals.
- **FREE Freight**
 - All orders totaling \$99 or more shipped free of charge.
- **NESBA Credit**
 - Qualifying dealers will receive \$500 NESBA Track Day credits with opening order.
 - All future TWISTEDCORE purchases will be matched dollar for dollar with NESBA track day credits.



TWISTEDCORE™

DEALER DISPLAY

- **Display - \$375**
 - Price includes all point of sale materials, hardware, and mannequin.
 - Price includes shipping.
- **Individual Materials**
 - Mannequin - \$165 (includes shipping)
 - Header - \$16
 - Product Callouts - \$6
 - Sizing/Pricing Charts - \$3



POTENTIAL QUESTIONS

- **Isn't it hot to wear base layer in the summer?**
 - Not when you wear the proper base layer. Moisture wicking keeps you dry and anti-microbial minimizes odor.
- **Why black? Why not any other colors?**
 - Specifically designed to be color neutral as industry is very color driven/loyal.
- **Why is the shirt only available with long sleeves? Is there a short sleeve version?**
 - Gradient compression technical feature of sleeves.
 - Future lines may offer short sleeve option.
- **We tried carrying base layer and it didn't sell.**
 - What did you carry?
 - Use comparison chart for specific feature differences.



QUESTIONS?



TWISTEDCORE™

IT'S WHAT'S UNDERNEATH THAT COUNTS