

# MEDIA RELEASE



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## **STARIDER – PROTECTING THE KIDZ ON MOTORCYCLES**

While children have long been catered for in the offroad market, with plenty of well manufactured, quality offroad protective clothing available, it has been a different story for the road. For parents, it has always been difficult to even find childrens protective clothing for the road, and when it was available, it was priced to be unaffordable to most families. Children grow quickly, and a several hundred dollar investment was often discarded in favour of poorly fitting adults clothing, or even worse, no protective clothing at all.

**StarKidz Motorcycle Gear** is manufactured by Starider especially for children, to the same exacting standards as adults protective clothing, at a fraction of the cost. As parents, the Starider Team fully recognise that childrens needs are different, and have developed products with the protection of children, and the affordability for parents foremost.

The StarKidz series of jackets and pants are manufactured to the highest standards. With every feature that would be expected, such as a full complement of **CE Approved Armour** and durable **600 denier** textile fabrics bound with **double stitching**, StarKidz gear is an absolute must have for all young pillions. Also rarely seen in childrens protective apparel are Starider's **Hybrid** Leather jackets. Combining the strength and durability of premium **1.3-1.4mm leather** in the impact areas, with textile fabric elsewhere to reduce weight and cost, maximum protection is available.

Motorcycling is booming in Australia, with sales showing a steady increase. What could be better than involving the whole family in the excitement and freedom that motorcycling can offer? Now available through dealers, and with prices from as low as \$130\* for pants and \$145\* for jackets, it really is time to do away with the excuses of too hard to find gear, too expensive, (or even giving up just because of children!) and get the kidz into sharing your passion as well!

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