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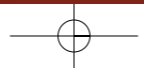


company

the world of performance

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brake hose | tuyau de frein | tubo freno | latiguillos para frenos | freno latiguillo | rem slang





Devilishly fast selling brake lines

Welcome To The World Of Performance



Company Motto

What's Stopping You ?

Mission, Vision And Values

Our mission, vision and values outline who we are, what we seek to achieve, and how we want to achieve it. They provide a clear direction for our Company and help ensure that we are all working toward the same goals.

Everything we do is inspired by our enduring Mission :

Deceleration	Quickly, Safely, Securely
Innovation	Today, Tomorrow, Always
Consideration	People, Product, Environment
Exhilaration	Happiness, Satisfaction, Recreation

To achieve the sustainable growth of HEL Performance, we have established a Vision with clear goals :

People	A great place to work where people are inspired
Planet	A responsible global company making a difference
Portfolio	A portfolio of quality products
Partners	A winning network of partners with happy customers
Potential	A company which looks to the future

We are guided by shared Values that we will live by as a company and as individuals:

Leadership | Passion | Integrity | Accountability | Collaboration | Innovation | Quality

We are a local business on a global scale existing in over 56 countries around the world and offer a portfolio of world class products within our industry on a local scale. We aim to be integral and functional part of every community we exist in. We support the basic building blocks of community development and by offering the assembly of our products on a local basis we create employment, interest and the facility for individual and group expansion. We improve lives in every community we touch and believe in total equality.

Our products are made from the finest quality materials, to the most exacting standards and constantly evaluated.

Welcome To The World Of Performance

The History Of HEL Performance

Hose-Equip was established in 1985 as an authorised Aeroquip distributor and quickly gained a reputation in the Industrial, Marine and Hydraulic marketplace for a friendly approach to both quality and service. This developed into them becoming an authorised MOD contractor and an ISO9002 quality assured company. Quality is at the fore front of what we are as a company today.

In 1998 the company was acquired by the current owners for the sole purpose of targeting the performance fluid transfer marketplace - The name was changed to Hose Equip Limited and the HEL Performance brand was born. The now famous Devils Tail logo was commissioned and the brand was launched.

Always First

With the combined hydraulic market experience of Simon Lane and Chris Porter, HEL Performance launched a new system of motorcycle brake lines which didn't compete directly with reusable brake line products. The system, which was the first fully swaged brake line in the UK marketplace, used only the finest materials of stainless steel and titanium and refused to use the cheaper alternatives of mild steel or aluminium which rust or corrode. Cost has never, and will never, replace quality.

Since the introduction of the system we have seen our competition bring out their own versions of the swaged brake line system which strengthens our original decision to offer a tamper evident, safer, permanently attached brake line fitting to the marketplace. We feel that the industry has been taken forward by the instigation of our radical and exciting concepts and designs.

We have made braking a safer and more advanced market place.

Always Number One

We were also the first manufacturer in the industry to offer a pvc cover applied

during the hose manufacture to protect the bodywork and paintwork of the vehicle. Previously covers were applied by way of a heat shrink which gave a sub standard finish and which would make colour matching future lines impossible.

By choosing to have the PVC applied during the hose construction meant our stock holding and investment was massively increased over competitors but did give us the highest quality finish in the marketplace. Soon all our competitors replaced in house heat shrinking with pre covered hose.





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Welcome To The World Of Performance

Welcome To The World Of Performance



Always First

We were the first manufacturer in the world to offer coloured stainless steel fittings as a safe replacement to dangerous coloured aluminium brake line fittings. Aluminium fittings on stainless steel hose subjected to the introduction of water results in a battery effect taking place resulting in electrolytic corrosion. This could lead to the failure of the fitting and was something we felt ethically unable to offer to a consumer looking to obtain a high performance brake product.

Always Number One

We were also the first to exploit the internet fully by offering the first online shopping area and online warranty registration for customers.

We feel that the industry has been taken forward by the instigation of our radical and exciting concepts and designs. We know that by changing the industry through innovation we have helped to create a safer and improved product for the consumer.

Product Development

New developments have included the worlds first mountain bike brake line kit that includes all fittings required to manufacture a hose for any current system. We have also launched a full automotive brake line application list which again only uses stainless steel fittings directly swaged onto one of fifteen different coloured pvc covered brake lines. We are working with one of the worlds largest motorcycle brake disc, caliper and master cylinder manufacturers to allow them to offer the complete system to their customers.

Our products have appeared in local, national and international competition and help set new records worldwide.

Worldwide Brand - Local Supply

Since starting this journey ten years ago HEL Performance products have spread around the world. We pride ourselves on the fact that we do not have a single company representative on the road and instead have allowed the product to impress and extend itself around the globe.

HEL Performance products are now available locally in over sixty countries around the world covering the five continents of Europe, America, Africa, Asia and Australasia.

Worldwide Brand - Local Supply

And as the staff numbers at the headquarters in Exeter in the UK have increased so have the number of manufacturers and distributors around the world that make up the special group we call HEL Performance.

The best people supplying the best products to the best customers.

Ethically. Responsibly. Technically. Happily.

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This is the world of performance - this is **HEL Performance**.



1985

Hose Equip opens its doors for the first time located in Totnes, Devon, UK. The company quickly gains a reputation in the hydraulic and the pneumatic industry as a supplier of quality products for any fluid transfer application.



1998

In 1998 the company was acquired by the current owners for the purpose of targeting the performance fluid transfer marketplace. The name was changed to Hose-Equip Limited and HEL Performance was born. The now infamous 'Devils Tail' logo was then locally commissioned and the brand was launched into the marketplace.

With the combined hydraulic market experience of Simon Lane and Chris Porter, HEL Performance launched a new system

of motorcycle brake lines which didn't compete directly with reusable brake line products. The system, which was the first fully swaged brake line in the UK marketplace, used only the finest materials of stainless steel and titanium and

refused to use the cheaper alternatives of plated mild steel or aluminium which rust or corrode. Cost has never, and will never, replace quality.

HEL Performance launch their brake line kits at the Isle Of Man festival in front of thousands of people as sponsors of the Jurby Sprint. Just eight years later McGuinness and Honda would lap the course with an average speed of 130 mph using HEL Brake Lines.

1999

2000

2001



2002

HEL Performance bring out the worlds first coloured stainless steel fittings available in Gold, Red, Blue, Green, Black and Purple.



2003

HEL Performance opens HEL Spain.
 HEL Performance opens HEL Portugal.
 HEL Performance opens HEL Denmark.

2004

HEL Performance opens HEL USA.
 HEL Performance opens HEL Spain.
 HEL Performance opens HEL Italy.

2005

HEL Performance opens HEL Belgium.
 HEL Performance launch the worlds first Titanium brake line kits for over 2800 different motorcycles.



2006

HEL Performance South Africa opens its doors for the first time.
 HEL Performance opens HEL Thailand.
 HEL Performance opens HEL Australia.

2007

HEL Performance opens a new outlet in the Czech Republic.
 HEL Performance opens HEL Iceland.



2008

HEL Performance opens five brand new manufacturing bases in the United States of America strategically placed in the North, South, East Coast, West Coast and Centrally.
 HEL USA is reborn.



Devilishly fast selling brake lines

installation, connection or maintenance of the Goods) or misuse of the Seller's Goods without the Seller's approval.

8.2.2 The Seller shall be under no liability under the above warranty (or any other warranty condition or guarantee) if the total price for the Goods has not been paid by the due date for payment.

8.2.3 The Seller shall be under no liability under the above warranty (or any other warranty condition or guarantee) if the Seller's Goods have been altered or repaired in any manner outside of the Seller's premises.

8.2.4 The Seller shall be under no liability in respect of any defect arising from use of the Seller's Goods in racing conditions or from modifications made to them.

8.3 The Seller shall be under no liability under brands other than the Seller's or any unbranded Goods not of the Seller's manufacture. Such Goods are sold subject to the conditions and guarantee (if any) of the manufacturer.

8.4 Subject as expressly provided in these Conditions and except where the Goods are sold to a person dealing as a consumer (within the meaning of the Unfair Contract Act 1977) all warranties, conditions or other terms implied by statute or common law are excluded to the fullest extent permitted by law, and the Seller shall not accept any liability for consequential loss.

8.5 Where the Goods are sold under a consumer transaction as defined by the Consumer Transactions (Restrictions on Statements) (Order 1976) the statutory rights of the Buyer are not affected by these Conditions.

8.6 Any claim by the Buyer which is based on any defect in the quality or condition of the Goods or their failure to correspond with specification shall (whether or not delivery is refused by the Buyer) be notified to the Seller within 7 days of the date of delivery or (where the defect or failure was not apparent on reasonable inspection) within a reasonable time after discovery of the defect or failure. If delivery is not refused and the Buyer does not notify the Seller accordingly the Buyer shall not (except in respect of a defect or failure not apparent on reasonable inspection) be entitled to reject the Goods and the Seller shall have no liability for such defect or failure and the Buyer shall be bound to pay the price as if the Goods had been delivered in accordance with the Contract.

8.7 Where the Buyer wishes to make any claim in respect of any of the Seller's Goods which is based on any defect in the quality or condition of the Seller's Goods or their failure to meet specification as notified to the Seller, the Buyer must return the Seller's Goods to the Seller's premises within 30 days of delivery (failure to do so will render any claim void) carriage paid. If the Seller accepts the claim the Seller shall be entitled to replace the Seller's Goods free of charge or at the Seller's discretion refund to the Buyer the price of the Seller's Goods but the Seller shall have no further liability to the Buyer. Any Seller's Goods made to special order may not be returned unless defective.

8.8 The Seller may at its sole discretion accept return of Goods for credit, provided:

8.8.1 a handling charge of 20% may be levied at the Seller's sole discretion

8.8.2 the Goods are returned to the Seller, carriage paid, in resaleable condition.

8.9 Except in respect of death or personal injury caused by the Seller's negligence the Seller shall not be liable to the Buyer by reason of any representation (except fraudulent) or any implied warranty condition or other term or any duty at common law or under the express terms of the Contract for any indirect special or consequential loss or damage (whether for loss of profit or otherwise) costs expenses or other claims for compensation whatsoever (whether caused by the negligence of the Seller by its employees or agents or otherwise) which arise out of or in connection with the supply of the Goods or their use or resale by the Buyer or the provision of the Services and the entire liability of the Seller under or in connection with the Contract shall not exceed the price of the Goods or relevant Services except as expressly provided in these Conditions.

8.10 The Seller shall not be liable to the Buyer or be deemed in breach of the Contract by reason of delay in performing or any failure to perform any of the Seller's obligations in relation to the Goods or the provision of the Services if the delay or failure was due to any cause beyond the Seller's reasonable control.

9 Insolvency of Buyer

9.1 This clause applies if:

9.1.1 the Buyer makes any voluntary arrangement with its creditors or (being an individual or firm) becomes bankrupt or (being a company) becomes subject to an administration order or goes into liquidation (otherwise than for the purposes of amalgamation or reconstruction); or

9.1.2 an encumbrancer takes possession or a receiver or administrative receiver is appointed over any of the property or assets of the Buyer; or

9.1.3 the Buyer ceases or threatens to cease to carry on business; or

9.1.4 the Seller reasonably apprehends that any of the events mentioned above is about to occur in relation to the Buyer and notifies the Buyer accordingly, or suffers any action analogous to any of the foregoing events.

9.2 If this clause applies then without prejudice to any other right or remedy available to the Seller the Seller shall be entitled to cancel the Contract without any liability to the Buyer and if the Goods have been delivered but not paid for the price of the Goods shall become immediately due and payable notwithstanding any previous agreement or arrangement to the contrary.

10 Specification

Any performance details given by the Seller are based upon our experience and are such as we expect to obtain on test or as notified to the manufacturer of the Goods. The Buyer assumes the responsibility for the capacity and performance of the Goods being sufficient and suitable for the Buyer's purposes. The Buyer is additionally responsible for the correct fitment, installation and servicing of the Goods.

11 General

11.1 Neither party may assign, charge or sub contract this Agreement or any part of it without the other's prior written consent.

11.2 Any notice required or permitted to be given by either party to the other under these Conditions shall be in writing addressed to that other party at its registered office or principle place of business or last known address such other address as may at the relevant time have been notified pursuant to this provision to the party giving the notice.

11.3 No waiver by the Seller of any breach of the Contract by the Buyer shall be considered as a waiver of any subsequent breach or same or any other provision.

11.4 If any provision of these Conditions held by any competent authority to be invalid or unenforceable in whole or in part the validity of the other provisions of these Conditions and the remainder of the provision in question shall not be affected.

11.5 The Contract shall be governed by the Laws of England and the Buyer agrees to submit to the non-exclusive jurisdiction of the English courts.

11.6 It is the responsibility of the Buyer to ensure that the Goods ordered meet with all local requirements specific to the country they are to be used in, including without limitation all applicable local laws and regulations. If the Goods do not meet with these requirements then they are sold for off road / racing use only and the Buyer is referred to clause 8.2.4 for the conditions relating to such use. Subject to clause 8.9 the Seller excludes all liability in respect of Goods sold outside the jurisdiction of England and Wales and the Buyer shall indemnify the Seller against any costs, claims, losses or expenses arising as a result of any failure by the Buyer to comply with the obligations of this clause.

11.7 All Goods in this catalogue were not manufactured by the original equipment manufacturer or under their supervision or control. The use of the manufacturers make and model details remain the sole property of the manufacturer. No reproduction of any such make or model descriptions, or any images contained in this catalogue shall be made without the prior written consent of the Seller.

11.8 After the Buyer has placed an order, unless the Buyer specifically instructs the Seller otherwise in writing, the Seller will be entitled to add the Buyer's details, as provided on the order to its database, and reserves the right to contact the Buyer with further marketing information. The Buyer's data will not be transferred to third parties.

11.9 Nothing in this Agreement shall confer any benefit or any right on any person who is not a party to this Agreement under the Contracts (Rights of Third Parties) Act 1999.

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Terms and Conditions

1. Interpretation

1.1 In these conditions:

'Buyer' means the person who accepts a quotation of the Seller for the sale of Goods or whose order for Goods is accepted by the Seller
'Conditions' means these standard terms and conditions of sale 'Contract' means the Contract for the purchase and sale of the Goods
'Goods' means the Goods (including any installment of the Goods or any parts for them) which the Seller is to supply in accordance with these conditions
'Seller' means Hose-Equip Limited of Lower Treleak Business Park, Tedburn Road, Whitestone Exeter
'Seller's Goods' means any Goods manufactured by the Seller
'Writing' includes telex cable facsimile and electronic transmission, and comparable means of communication

1.2 Any reference in these Terms and Conditions to any provision of statute shall be construed as a reference to that provision as amended re-enacted or extended at the relevant time

2. Basis Of The Sale

2.1 The Seller shall sell and the Buyer shall purchase Goods in accordance with any quotation of the Seller which is accepted by the Buyer or any order of the Buyer which is accepted by the Seller subject in either case to these Conditions which shall govern the Contract to the exclusion of any other Terms and Conditions. No variation to these Conditions shall be binding unless agreed in writing between the authorised representatives of the Buyer and the Seller.

2.2 The Seller's employees or agents are not authorised to make any representations concerning the Goods.

2.3 Any typographical clerical or other error or omission in any sales literature quotation price list acceptance of offer invoice or other document or information issued by the Seller may be corrected by the Seller without any liability on the part of the Seller.

3. Orders and Specifications

3.1 The quantity quality and description of and any specification for the Goods shall be those set out in the Seller's quotation (if accepted by the Buyer) or the Buyer's order (if accepted by the Seller)

3.2 If the Goods are to be manufactured or any process is to be applied to the Goods by the Seller in accordance with a specification submitted by the Buyer ("the Services") the Buyer shall indemnify the Seller against all loss damages costs and expenses awarded against or incurred by the Seller in connection with or paid or agreed to be paid by the Seller in settlement of any claim for infringement of any patent copyright design trade mark or other industrial or intellectual property rights of any other person which results from the Seller's use of the Buyer's specification.

3.3 The Seller reserves the right to make any changes in the specification of the Goods or manner of delivery of the Services which are required to conform with any applicable statutory or regulatory requirements.

3.4 No order which has been accepted by the Seller may be cancelled by the Buyer except with the agreement in writing of the Seller and on terms that Buyer shall indemnify the Seller in full against all loss (including loss of profit) costs (including the cost of all labour and materials used) damages charges and expenses incurred by the Seller as a result of cancellation.

4. Price of the Goods/Services

4.1 The price of Goods shall be the Seller's quoted price or where no price has been quoted (or a quoted price is no longer valid) the price listed in the Seller's published catalogue or price list current at the date of despatch of the Goods. All prices quotations or estimates are subject to alteration without notice.

4.2 The Seller reserves the right by giving notice to the Buyer at any time before delivery of the Goods to increase the price of the Goods to reflect any increase in the cost to the Seller which is due to any factor beyond the control of the Seller.

4.3 Where the Seller agrees to deliver the Goods otherwise than at the Seller's premises the Buyer shall be liable to pay the Seller's charges for transport packaging and insurance.

4.4 The price is exclusive of any applicable value added tax which the Buyer shall be additionally liable to pay the Seller.

5. Terms of Payment

5.1 The Seller shall be entitled to invoice the Buyer for the price of the Goods on or at any time after acceptance of order.

5.2 The Buyer shall pay the price of the Goods in cleared funds on delivery.

5.3 If the Buyer fails to make any payment on the due date then without prejudice to any other right remedy available to the Seller the Seller shall be entitled to:

5.3.1 cancel the Contract or suspend further deliveries of Goods

5.3.2 appropriate any payment made by the Buyer to such of the Goods (or the Goods supplied under any other Contract between the Buyer and the Seller) provided as the Seller may think fit (notwithstanding any purported appropriation by the Buyer); and/or

5.3.3 charge the Buyer interest (both before and after any judgement) on the amount unpaid at the rate of 2% per cent per annum above Barclays Bank base rate from time to time until payment in full is made (a part of a month being treated as a whole month for the purposes of calculating interest).

6. Delivery

6.1 Delivery of the Goods shall be made by the Seller at premises specified by the Buyer

6.2 Any dates quoted for delivery of the Goods or provision of the Services are approximate only and the Seller shall not be liable for any delay in delivery of the Goods or provision of the Services however caused. Time for delivery shall not be the essence of the Contract.

6.3 The Seller shall not be liable for any loss, direct or indirect incurred by the Buyer as a result of any delay in delivery or a failure to deliver.

6.4 Partial loss or damage to a delivery of the Goods must be notified within 3 days of delivery. Non-delivery must be notified within 14 days of the date of despatch to both the Seller and any carrier.

7. Risk and Property

7.1 Risk of damage to or loss of the Goods shall pass to the Buyer

7.1.1 in the case of Goods for delivery to the Seller's premises at the time when the Seller notifies the Buyer that the Goods are available for collection; or

7.1.2 in the case of Goods being delivered otherwise than at the Seller's premises (delivery by the Seller) at the time of delivery or if the Buyer wrongfully fails to take delivery of the Goods at the time the Seller has tendered delivery of the Goods; or

7.1.3 in the case of Goods delivered by an independent carrier (not being an employee of the Seller) at the time the Seller has tendered the Goods to the carrier; or

7.2 The property of the Goods shall not pass to the Buyer until the Seller has received in cash or cleared funds payment in full of the price of the Goods and/or all other Goods or Services agreed to be sold by the Seller to the Buyer for which payment is then due.

7.3 Until such time as the property in the Goods passes to the Buyer (and provided the Goods are still in existence and have not been resold) the Seller shall be entitled at any time to require the Buyer to deliver up the Goods to the Seller and if the Buyer fails to do so forthwith to enter upon any premises of the Buyer or any third party where the Goods are stored and repossess the Goods at the Buyer's expense, a hire charge at the Seller's current rate may be levied for the period the Goods were in the Buyer's possession.

8. Warranties and Liabilities

8.1 Subject to the conditions set out below the Seller warrants that the Seller's Goods will correspond with their specification and will be free from defects in material and workmanship at the time of delivery.

8.2 The above warranty is given by the Seller subject to the following conditions:

8.2.1 The Seller shall be under no liability in respect of any defect arising from fair wear and tear willful damage negligence abnormal operating conditions failure to follow the Seller's or manufacturers instructions (including without limitation, failure to follow any instructions given regarding the

