



# #CARDOFAM FACTS

Gear up and hold on tight, as we got some seriously cool facts for you from the world of riders. Earlier this year we did a survey and your response was overwhelming. Be part of the #CardoFam and join the conversations on the different social media platforms.

## 18.780

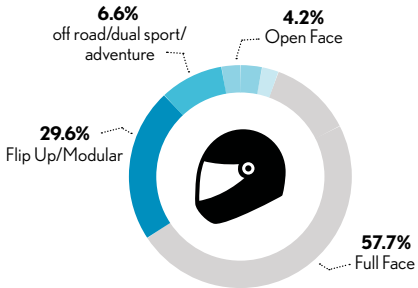


riders participated in our survey, representing a mind-blowing

## 114

countries worldwide. It's clear that the love for riding and Cardo knows no bounds.

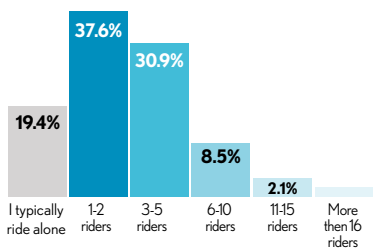
When it comes to protecting their heads, most riders opt for a full-face helmet. Safety first folks.



In the spirit of friendship,

## 68%

of riders hit the road together, forming close knit groups of 1 to 5 people.



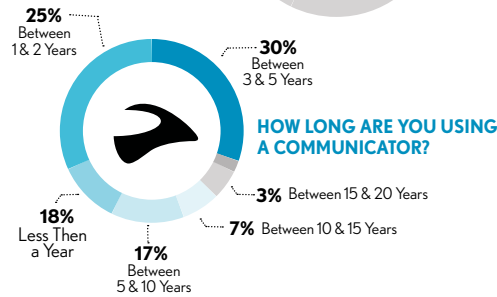
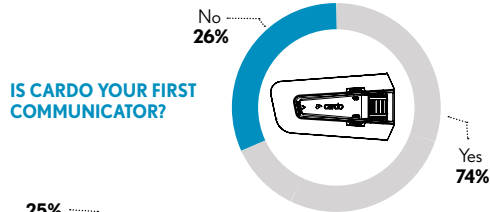
### LOYAL RIDERS

You as Cardo users are a loyal bunch of riders. More than half have been using our brand for

## OVER 3 YEARS.

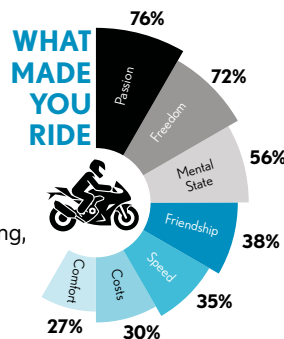
A whopping **70%**

choose Cardo as their first communicator, proving that quality and reliability leaves a lasting impression.



Passion, freedom & improving mental state are the 3 main reasons you, and us, ride our bike.

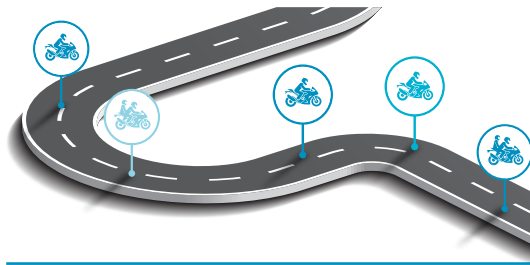
Over 50% riders hit the road to nourish their mental well-being, finding solace in the serene moments of focus and peace that riding brings.



While the

## FREEDOM TO RIDE

is a reward, many riders find themselves drawn to leisurely journeys. For 45.2% of riders, their motorcycle becomes their partner on holiday trips over 750 km / 466 miles. The open road becomes the gateway to adventure.



Together with your trusty Cardo communicator, you know how to pack for a journey. With 34.8% of you always bringing a snack & drink on the road. Even the most thrilling rides need pit stops for fuel, both for bike and rider!



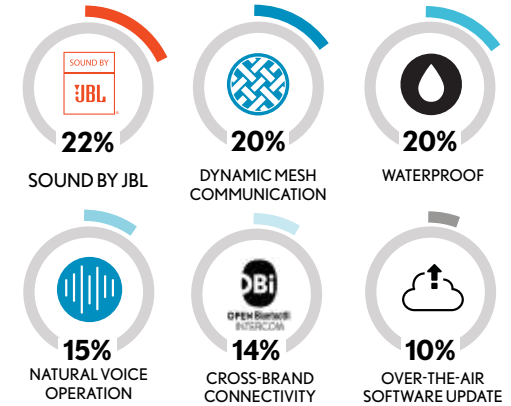
## LET THE INNER ROCKSTAR BREAK FREE

As the wheels spin and the road unfolds almost 50% uses their communicator to listen to music. It becomes the sound track of the ride. More than just passive listeners, over 17% of riders unleash their inner rock stars & transform their rider in a performance.



## WHY YOU CHOOSE CARDO

The 3 standout reasons why you choose Cardo are Sound by JBL, waterproof and the Dynamic Mesh.



In addition to these standout features over

## 60%

use their Cardo users appreciate the ability to call their family and friends with their communicators.



From the 18.780 participants, 250 said they proposed while using their Cardo. Love knows no bounds, and Cardo has been part of its fair share of heartfelt moments. Making the riding experience even more memorable and meaningful.

## JOIN THE COMMUNITY WITH

# #CARDOFAM

