

During Motorsports Awareness Month, Comoto Says Motorcycle Airbags Are Reaching a Tipping Point

Technology once reserved for professional racers is increasingly making its way to everyday riders as the industry embraces a new era of motorcycle safety

PHILADELPHIA, PA, UNITED STATES, August 17, 2026 /EINPresswire.com/ -- For years, wearable airbag systems have quietly protected the world's fastest motorcycle racers. Today, that same technology is rapidly making its way into the hands of everyday riders, marking what industry experts believe could become the biggest advancement in motorcycle safety since the modern helmet.

As riders continue to log miles during the busiest months of the riding season, Comoto, the parent company of Cycle Gear, RevZilla, J&P Cycles and REVER, says awareness and adoption of wearable motorcycle airbags is accelerating as more riders recognize the technology's ability to help reduce serious injuries in a crash.

"Motorcycle safety has evolved tremendously over the past two decades, but many riders still don't realize the same airbag technology trusted by professional racers is now available to them," explained Stevan



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Popovich, President of Cycle Gear. "We believe wearable airbags are following the same path helmets did years ago, evolving from specialized equipment into an essential part of every rider's safety gear."

While many consumers still view wearable airbags as new, the technology has been evolving for more than two decades. Leading manufacturers first developed electronic airbag systems for elite motorcycle racing in the early 2000s,

and today integrated airbag systems are mandatory throughout MotoGP, the highest level of motorcycle road racing. Years of competition have generated extensive real-world crash data, helping manufacturers refine deployment algorithms, improve comfort and reduce weight before introducing the technology to everyday riders.

That evolution is now becoming increasingly visible at retail. Since launching its [Airbags Save](#) initiative in 2024, Comoto has helped introduce more than 25,000 riders to wearable airbag technology through in-store education, product demonstrations and hands-on fittings at Cycle Gear and RevZilla locations nationwide. As awareness grows, more riders are choosing airbags not as a replacement for helmets and traditional riding gear, but as another critical layer of protection.

For Cycle Gear employee Guilherme Ortigosa, the technology proved its value almost immediately.

Just days after purchasing an Alpinestars Tech-Air 5 Plasma airbag vest, Ortigosa was involved in a [serious crash](#) when a driver failed to stop while making a left-hand turn from a side street. He was thrown from his motorcycle into a curb, taking a direct impact to his upper body. Despite the severity of the collision, he suffered broken bones in his foot but no trauma to his torso.

"Guilherme's experience is exactly why we're having this conversation," Popovich added. "Most riders hope they'll never need their safety gear. But we say, 'prepare for the slide, not the ride'. When something unexpected happens, having the right equipment can make all the difference."

As rider safety technology continues to evolve, Comoto is investing in education to help riders make informed decisions before they hit the road. The company's online [Safety Hub](#) serves as a centralized destination for expert guidance on protective gear, rider education and the latest advancements in motorcycle safety. Designed to complement the in-store expertise available at



FAMILY OF BRANDS



Comoto is America's largest and fastest growing omni-channel platform in the powersports aftermarket-products industry, dedicated to advancing the experience of moto-enthusiasts across the globe.

Cycle Gear and RevZilla, the Safety Hub makes it easier for riders of all experience levels to understand the latest protective technologies and choose the gear that's right for them.

Comoto is also helping introduce more people to motorcycling through its partnership with the Motorcycle Industry Council's Ride With Us campaign. The industry-wide initiative helps remove common barriers to riding by connecting prospective riders with rider training, licensing resources, educational content and opportunities to experience motorcycling in a welcoming environment, while reinforcing the importance of safety from the very beginning.

According to the National Highway Traffic Safety Administration, motorcyclists remain significantly overrepresented in traffic fatalities compared with occupants of passenger vehicles, highlighting the continued need for improved rider protection and education. While helmets remain the single most important piece of safety equipment, advances in wearable airbags, helmet technology and impact protection are giving riders more tools than ever before to reduce injury risk.

"Twenty years from now, I believe riders will look back and wonder why anyone rode without an airbag," Popovich concluded. "Just as helmets became standard equipment, I think wearable airbags are becoming the next expectation for riders who take safety seriously."

To learn more about wearable airbag technology and the Airbags Save initiative, visit CycleGear.com/airbags, RevZilla.com/airbags or stop by a local Cycle Gear or RevZilla store for a personalized fitting and demonstration.

About the Comoto Family of Brands

Comoto is America's largest and fastest-growing omni-channel platform in the powersports aftermarket products industry, dedicated to advancing the experience of moto-enthusiasts across the globe. Comoto's brands, RevZilla, Cycle Gear, J&P Cycles, and REVER deliver premium products, dedicated expertise, engaging media, and passionate customer support of the rider community through best-in-class eCommerce and retail experiences.

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