

THERE'S ONLY ONE THING JOHN MATTHEWS WON'T RISK—NOT TAKING ONE.

Why would SureFire's president risk his neck on a high-performance machine with more than enough horsepower to trample him underfoot? Because John Matthews knows the only way to stay ahead of the pack is to take chances. To charge ahead, lean hard into the curves, and have faith that you'll come out number one. He's taken chances from the beginning, founding SureFire and creating best-in-class products that have redefined what a flashlight is. Establishing an entirely new genre of product—illumination tools. He's listened to his gut every step of the way, turning SureFire into the industry leader it is today. And he's still listening. Because John knows the day SureFire stops taking chances is the day it becomes just another flashlight company.

