



PERFORMANCE EYEWEAR
BY WILEY X

NEWS RELEASE

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RIDE FREE AND RULE THE OPEN ROAD WITH NEW LIMITED EDITION HARLEY-DAVIDSON® SHADES

Three New Collectable Models Combine Advanced Vision Protection With Sleek Street Style

Harley-Davidson® riders are their own unique breed — free-wheeling, bold and ready for every adventure the open road brings their way. Now, eyewear innovator Wiley X® has introduced a new line of Limited Edition Harley-Davidson® Performance Eyewear models — the HD Curve, HD Jake and HD Revolvr — designed to capture the spirit and style of Harley-Davidson. Whether you ride yourself or are a fan of the bold lifestyle and look that the Harley-Davidson® brand embodies, you'll want to snap up these limited-edition shades before they drive off.

These new collector's shades — of which only 1,200 pieces each will be made — combine the road-worthy performance and advanced eye protection Wiley X's Harley-Davidson line is known for with edgy, graphically enhanced frames designed to show off your wild side. Each of these glasses also comes with a special Limited Edition carrying case and Certificate of Authenticity, making them true collectables for riders around the world.

On each of these new shades, the frame temples are turned into "eye-catching" pieces of art. The Limited Edition Climate Control™ HD Curve will rev-up your rebel style featuring the iconic bar-and-shield Harley-Davidson logo entwined by crimson roses, magenta accents and bold skull wearing a red biker's bandana. This frame is ideal for smaller head sizes, providing comfortable fit and excellent coverage. The Limited Edition Climate Control HD Jake — ideal for medium to large head sizes — features shadowy, tone-on-tone artwork of skull and flames set off by the Harley-Davidson logo. As members of Wiley X's proven Climate Control series, both of these new riding sunglasses feature the company's patented removable Facial Cavity Seal™ to seal out wind, dust and peripheral light and keep riders focused on the road ahead.

The temples of the new Limited Edition Street Series HD Revolvr features the iconic Harley-Davidson logo alongside a skull backed by wings of flame and red-hot Harley Davidson lettering arching across the top. The Limited Edition HD Revolvr is ideal for medium to large head sizes. Wiley X Street Series glasses are known for their street-smart styling, versatile performance and aggressive wrap design to divert road wind while providing excellent field of vision.

Collectability and making a bold statement are just part of the story with these new HD glasses. All of these new shades provide the 100% UVA/UVB protection and sharp vision Wiley X is known for. And like all Wiley X sunglasses, these new models meet stringent ANSI Z87.1 High Velocity and High Mass Impact Safety ratings, for true OSHA-grade protection. This level of vision protection gives riders the freedom to explore streets, highways and backroads with confidence, knowing they're protected against anything Mother Nature can throw their way. Wiley X backs every model in its Harley-Davidson Performance Eyewear line with a one-year warranty against defects in materials or workmanship.

Demand is expected to be very high for these new models, and when they're gone, they're gone. Interested consumers are encouraged to reserve their glasses now through their authorized Harley-Davidson dealership.

To learn more about the new Limited Edition HD Curve, HD Jake and HD Revolvr — or the complete line of Harley-Davidson® Performance Eyewear for motorcycle enthusiasts, contact Wiley X, Inc. at 7800 Patterson Pass Road, Livermore, CA 94550 • Telephone: (800) 776-7842 • Or visit online at h-dsunglassesbywileyx.com.

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