

# NEWS RELEASE



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## **WILEY X<sup>®</sup> SUPPORTS MOTORCYCLE SAFETY AWARENESS MONTH THIS MAY Harley-Davidson<sup>®</sup> Performance Eyewear Line Meets Need for Road-Ready Vision Protection**

As a company built on vision protection for 30 years, Wiley X<sup>®</sup>, Inc. fully supports the educational efforts of Motorcycle Safety Awareness Month running throughout May 2017. This annual program of the National Highway Traffic Safety Administration (NHTSA) is geared towards providing motorcycle riders with useful information and resources on a range of topics from safe riding habits and techniques to proper safety equipment.

Wiley X knows the importance of proper eye protection when taking to the city streets, highways or back roads. It's for this reason the company recently created its Harley-Davidson<sup>®</sup> Performance Eyewear line, a full family of specialized eyewear products designed to meet the needs of serious riders for style, comfort and road-ready protection. "If there is one thing we can get across for riders when it comes to protecting their precious gift of sight, it's the need to wear properly rated vision protection every time they get on a bike," said Wiley X Co-Owner Myles Freeman, Jr.

In recommendations found on NHTSA's Motorcycle Safety [website](#), it emphasizes the need for vision protection against "wind, rain, insects, dust and stones thrown up from cars." Wiley X has been protecting the vision of American soldiers, law enforcement, NASCAR drivers, champion bass anglers and others for 30 years, and has put all it has learned about protection under extreme conditions into its state-of-the-art Harley-Davidson<sup>®</sup> eyewear line.

This line includes dozens of models to suit the style and protection needs of men and women riders. Many of these models fall into the Climate Control™ family, a Wiley X exclusive that provides a patented soft removable Facial Cavity™ seal designed to block out peripheral light, wind, dust and other elements. This not only provides enhanced vision in challenging conditions, it creates a comfortable, climate controlled environment for the eyes — vital when spending long hours on the highway.

Wiley X's popular Harley-Davidson<sup>®</sup> Asphalt Series provides a range of stylish models for men and women that go from the rally to the road without missing a beat. And the company's innovative Harley-Davidson<sup>®</sup> Rally Series offers bikers both traditional goggles and sunglass styles providing the ultimate in comfort, clear vision and protection. Whichever Harley-Davidson<sup>®</sup> model they select, riders will benefit from glasses or goggles that meet ANSI Z87.1 High Velocity and High Mass Impact Safety ratings, for OSHA-grade vision protection that is up to any challenge. In addition to world-class protection, Wiley X Harley-Davidson<sup>®</sup> eyewear also offers a wide range of available lens technology and tints to match personal preferences and riding needs, including innovative offerings like Wiley X's Partial Polarized (PPZ™) anti-glare lenses and LA™ Light Adjusting lenses that instantly darken from 100% light transmission to dark Grey based on light conditions.

Almost all Harley-Davidson<sup>®</sup> eyewear styles are also Rx-ready using Wiley X's advanced DIGIFORCE™ digital Rx lens technology. DIGIFORCE™ delivers superior prescription accuracy and enhanced visual clarity over the widest possible field of vision, helping riders stay aware and safe.

To learn more about protecting your eyes with the Harley-Davidson<sup>®</sup> Performance Eyewear line developed for riders and sold through authorized Harley-Davidson dealers nationwide — contact Wiley X, Inc. at 7800 Patterson Pass Road, Livermore, CA 94550 • Telephone: (800) 776-7842 • Or visit online at [h-dsunglassesbywileyx.com](http://h-dsunglassesbywileyx.com).

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