

# NEWS RELEASE



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## WILEY X<sup>®</sup> INC. ADDS HD GEM TO ITS HARLEY-DAVIDSON<sup>®</sup> PERFORMANCE EYEWEAR LINE

### Wiley X's Innovative Partial Polarized (PPZ<sup>™</sup>) Technology Combines Polarization With High-Definition Vision for the Ultimate Daytime Riding Lens

Wiley X, Inc. has added the new HD Gem to its recently launched Harley-Davidson<sup>®</sup> Performance Eyewear by Wiley X sunglass line, featuring innovative new lens technology developed specifically for motorcycle riders. These glasses not only provide the eye comfort and advanced protection Wiley X is known for, they enhance riding safety by providing a high-definition view of the road surface, digital gauges and the overall riding environment.

The key to this unique on-road performance is Wiley X's exclusive Partial Polarized (PPZ<sup>™</sup>) lenses, based on the company's proven eight-layer Filter 8<sup>™</sup> polarizing technology. With 14% light transmission and 70% polarization, this innovative lens provides the glare-cutting advantages of Wiley X polarization while maintaining the distortion-free vision daytime riders need. These breakthrough PPZ lenses provide crystal clear viewing of digital gauges, which often have their own UV coating. This same technology provides riders with a high-definition view of the riding surface at all angles — even when looking through a bike's windscreen. Wiley X's PPZ lenses — currently exclusive to the Harley-Davidson Performance Eyewear line — feature an additional frontal layer of Silver Flash, Multi-Coat Z-Oxide Mirror over the Smoke tinted lenses, further absorbing environmental glare and providing clear, unobstructed vision.

When combined with the optical quality of Wiley X's Selenite<sup>™</sup> Polycarbonate lenses, these characteristics give daytime riders unparalleled vision and road surface detection, even as they change from one light condition to another. "We've engineered our PPZ technology to be the ultimate performance lens for daytime riding," said Wiley X Co-Owner Myles Freeman, Jr. "Our PPZ lens cuts distracting glare without the distortion or halo effects caused by some polarized lenses in a riding environment. The result is crystal-clear view of the world that's like watching High Definition TV," Freeman added.

As a member of Wiley X's proven Climate Control<sup>™</sup> family, the HD Gem further enhances vision — and eye comfort on the road — with the company's patented, removable soft Facial Cavity<sup>™</sup> seal. This design creates a climate controlled environment for the rider's eyes by sealing out wind, dust, debris and cold. The HD Gem also protects against a variety of physical hazards riders face on the open road. With shatterproof lenses and virtually indestructible frames, the HD Gem meets stringent ANSI Z87-2010 High Velocity and High Mass Impact Safety standards. Wiley X is the only premium sunglass brand with ANSI-rated protection in every pair of sunglasses it makes — a key reason why the company has been a leading provider of protective eyewear to law enforcement, Secret Service and U.S. military units for more than 25 years.

In addition to Wiley X's PPZ lens technology, the HD Gem is also offered with Wiley X's exclusive LA<sup>™</sup> Light Adjusting lenses — which lighten or darken based on light conditions.

To find out more about the new HD Gem with advanced PPZ lens technology — or the entire Harley-Davidson<sup>®</sup> Performance Eyewear by Wiley X sunglass line— visit Wiley X, Inc. at 7800 Patterson Pass Road, Livermore, CA 94550 • Telephone: (800) 776-7842 • Or visit online at [www.harleydavidsoneyewear.com](http://www.harleydavidsoneyewear.com).

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