

NEWS RELEASE



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WILEY X® ADDS NEW HD BACKBONE TO ITS HARLEY-DAVIDSON® PERFORMANCE EYEWEAR LINE

New Climate Control™ Model Available In Three Road-Ready Frame/Lens Combinations

Premium eyewear manufacturer Wiley X®, Inc. continues to innovate, adding the new Climate Control™ HD Backbone to its highly successful Harley-Davidson® Performance Eyewear Line.

Like all shades in the Harley-Davidson® family, the new HD Backbone delivers the stylish good looks, attitude and highway performance serious riders will love. In addition, it provides the battlefield-based, shatterproof protection that has made Wiley X a leading provider of U.S. military vision protection gear for 30 years.

To best suit a range of riders and riding conditions, the new HD Backbone is currently available in three frame/lens combinations that block 100% of the sun's harmful rays and provide state-of-the-art eye protection – with a fourth model featuring a Copper Partial Polarized (PPZ™) lens coming summer 2017. HD Backbone Model #HDBAC01 features a Matte Black Frame with a versatile Grey lens that provides clear, comfortable vision over a range of light conditions. HD Backbone Model #HDBAC05 matches an attractive Black Quartz frame with Wiley X's LA™ Light Adjusting lenses that instantly darken from 100% light transmission to dark Grey tint based on brightness of the environment. The ability to adapt to changing conditions makes this particular pair a versatile choice for riding and outdoor/indoor wear. A third HD Backbone model (#HDBAC04) combines a Matte Black frame with Wiley X's Partial Polarized (PPZ™) lenses, combining 14% light transmission with 70% polarization. This exclusive lens technology eliminates distracting glare while allowing riders to differentiate between water, ice and oil on the road surface, for enhanced situational awareness and safety.

Each of these versions features a stylish and functional wrap-around frame design with the iconic Harley-Davidson shield emblazoned on the temples. As a member of the Climate Control™ family, each also features Wiley X's patented soft removable Facial Cavity™ Seal that blocks out wind, dust and reflected light for enhanced vision and riding comfort. Like every Wiley X Harley-Davidson® sunglass model, the HD Backbone meets stringent ANSI Z87.1 High Velocity and High Impact Safety Standards — for protection against airborne debris, low-hanging branches, kicked-up rocks and other dangers of the road.

For riders who need vision correction together with advanced protection, the HD Backbone is 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 the new Climate Control Series HD Backbone — or the entire Harley-Davidson® 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.

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