



PERFORMANCE EYEWEAR
BY WILEY X

NEWS RELEASE

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WILEY X® ADDS NEW HD RALLY SERIES RETRO GOGGLES TO 2016 HARLEY-DAVIDSON® PERFORMANCE EYEWEAR LINE

Three New Models Combine Retro-Fueled Goggle Styling With Advanced Vision, Road-Ready Protection

The Harley-Davidson® Performance Eyewear Line has taken off since its recent launch by Wiley X®, Inc., setting sales records and proving wildly popular among motorcycle enthusiasts and all who embrace the free-wheeling Harley-Davidson® lifestyle.

Now, Wiley X is growing this popular line with three new-for-2016 models — the HD Speed, HD Rally and HD Fighter — each part of a new Rally Series joining the Wiley X Harley-Davidson® Performance Eyewear Line. These three new models are truly unique in the way they blend the best of old and new. They are true “retro-style” motorcycle goggles with a look that harkens back to the early days of American motorcycle culture. Yet, at the same time, they deliver the crystal clear road vision and state-of-the-art eye protection that have made Wiley X so popular among serious riding enthusiasts.

Each Rally Series Retro Goggle model features a goggle-style frame surrounded by soft, thick padding and an adjustable elastic strap for a comfortable, secure fit while rolling down the highway. Part goggle, part traditional riding sunglass, each of these models also features the iconic Harley-Davidson® shield logo above the nose bridge separating the two distinct lenses.

The new HD Speed pairs Wiley X’s popular Silver Flash lenses (with Smoke Grey tint) in a striking Chrome frame. The new HD Rally matches versatile Smoke Grey lenses in a distinctive Dark Metal frame with Orange stitch accents. The third model in this innovative trio — the new HD Fighter — also pairs Silver Flash (Smoke Grey) lenses with a Chrome frame.

While certainly “retro” in their design, these unique riding eyewear styles feature Wiley X’s state-of-the-art construction and renowned protection against dust, debris, kicked-up rocks and other hazards of the open road. All Harley-Davidson Performance Eyewear models deliver 100-percent protection against the sun’s harmful UVA/UVB rays, while meeting ANSI Z87 High Velocity and High Mass Impact Safety standards.

To learn more about the new HD Speed, HD Rally and HD Fighter Rally Series Retro Goggles — or the full line of Harley-Davidson® Performance Eyewear products designed 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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