



PERFORMANCE EYEWEAR
BY WILEY X

NEWS RELEASE

Contact • Jonina Costello jcostello@full-throttlecom.com • Jason Bear jbear@full-throttlecom.com • Phone 805.529.3700

NEW CLIMATE CONTROL™ HD ZONE JOINS HARLEY-DAVIDSON® PERFORMANCE EYEWEAR LINE

New-For-2014 Model Joins Growing Line of Technically Advanced Glasses Designed Specifically For Riders, Including Version with Exclusive PPZ™ Lenses

Eyewear innovator Wiley X® has added an important new model to its Harley-Davidson® Performance Eyewear line — the new-for-2014 HD Zone.

As part of Wiley X's road-proven Climate Control™ Series, the new HD Zone features a patented removable, soft-foam Facial Cavity™ Seal that blocks out wind, dust and reflected light for enhanced vision and greatly increased eye comfort whether riding in the city or the open highway. The HD Zone features a stylish wraparound frame (ideal for Medium to Large head sizes) and is offered in three versions to suit different rider preferences and performance needs.

Model (#HDZON04) combines a Matte Black Frame with our revolutionary PPZ™ lens technology engineered to enhance the vision of daytime riders. Unique to the Harley-Davidson brand, this lens technology provides riders with the glare reducing benefits of a traditional polarized lens, without the vision-distorting pitfalls. Unlike traditional polarized lenses, PPZ lenses won't obscure road surface dangers such as potholes, oil, ice and water. PPZ technology eliminates visual distortion patterns normally associated with polarized lenses, allowing riders to clearly view GPS devices, mobile phones and gas pumps. PPZ lenses also eliminate the "rainbow effect" that can occur when wearing traditional polarized lenses behind full-face shields or windscreens. An additional multi-layer Silver Flash coating on PPZ lenses buffers light transitions from light to dark and vice versa — ideal when riding in real-world conditions.

HD Zone model #HDZON05 pairs a classic Matte Black Climate Control frame with Wiley X's exclusive LA™ Light Adjusting Smoke Grey Lenses. These lenses are engineered to lighten or darken automatically in response to the changing environment, making them ideal for riders who want clear vision and protection day and night. A third new HD Zone model #HDZON01 matches a distinctive Tortoise Frame fitted with versatile bronze-tinted, Silver Flash Lenses.

Whichever frame/lens combination they choose, riders will benefit from 100% UVA/UVB protection and the clear, distraction-free vision Wiley X Climate Control Series glasses are known for. They will also receive "road-ready" eye protection that withstands dust, insects, low-hanging limbs, kicked up rocks and other hazards of the open highway. The new HD Zone has earned the stringent ANSI Z87.1 High Velocity and High Mass Impact Safety rating, providing OSHA-grade protection on the road, on the job, or just relaxing on weekends. Wiley X is the only premium sunglass brand with this level of protection in every pair of sunglasses it makes.

Like most of all Wiley X styles, the new HD Zone is also Rx-Ready — making it the perfect solution for riders who wear prescription lenses when they take to the open road.

To learn more about the new HD Zone for 2014, Wiley X's exclusive PPZ Lens technology, 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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