

# NEWS RELEASE



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## **JEFF GORDON TAKES CHECKERED FLAG AT DOVER INTERNATIONAL SPEEDWAY, MOVES ON TO NEXT CHASE FOR SPRINT CUP CHAMPIONSHIP ELIMINATION ROUND**

### **DVX-Sponsored Driver Notches His Fifth Career Victory at Dover and First Since 2001**

DVX™ Sun + Safety Eyewear sponsored NASCAR driver Jeff Gordon didn't just win at Delaware's Dover International Speedway Sunday, September 28, he put himself in solid position to compete for what could be his fifth Chase for the Sprint Cup championship. Gordon's victory at Dover secured the popular driver an automatic spot in the next round of the 2014 Chase for the Sprint Cup championship, where the field will be narrowed to a veritable "all-star" team of 12 successful and intensely competitive drivers.

Gordon had the strongest car down the stretch and led the last 71 laps before taking the checkered flag at Dover. At the start of the season, Gordon, 43, was answering questions from NASCAR reporters about when he might retire. He seems to have answered those questions emphatically, racing to victory at Kansas, Indianapolis, Michigan and Dover in 2014, and posting his first four-win season since 2007 (when he won six times). Now, the discussion has changed to potential championships and the suddenly realistic goal of 100 career victories.

The win at Dover was Gordon's career fifth — and his first since back in 2001. Interestingly, this was the same year that Gordon won the last of his four Cup championships. Could Gordon's fifth win at Dover be the harbinger of a fifth championship to come? That prospect alone has his legions of worldwide fans upbeat and confident. The field has now been narrowed to 12, and the points will reset for the Kansas, Charlotte and Talladega bracket leading up to an eventual winner-takes-all championship race.

Since its introduction, Gordon has served as the face of the popular DVX Sun + Safety Eyewear line, highlighting the importance of serious, everyday eye protection. With a full family of available models, DVX Sun + Safety eyewear provides men and women with crystal clear vision under the most challenging conditions. In addition, these stylish, high-performance shades provide wearers with advanced eye protection whether at work, driving the open road, riding motorcycles, boating, or just enjoying outdoor recreation. All DVX sunglass models carry the stringent ANSI-Z87 High Velocity and High Mass Impact rating, for true OSHA-grade protection against the numerous dangers our eyes face every day.

DVX Sun + Safety glasses are constructed from high-tech DuPont™ Hytrel® thermoplastic polyester elastomer, a lightweight material that combines the flexibility of rubbers, the strength of plastics and the formulation of thermoplastics. All DVX models are designed for stylish appearance, comfort and performance, with features including rubberized nose pads and temple tips for a secure, comfortable fit for all activities.

DVX glasses are affordably priced (\$48 for non-polarized and \$78 for glare-cutting polarized models). Additionally, almost all DVX Sun + Safety eyewear models are Rx-ready, making them an ideal and versatile option for anyone who needs corrective lenses for work or recreation. Selected models are also offered in DVX's unique Rx-Rim configurations, allowing them to accommodate a wide range of prescription lens options.

DVX eyewear is available in more than 2,700 Walmart Vision Centers nationwide that offer free vision screenings in-store as well as a free 12-month warranty against manufacturer's defects on all frames and lenses. For more information about DVX Sun + Safety eyewear, visit [dvxeyewear.com](http://dvxeyewear.com).

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