

# NEWS RELEASE



## CONTACT

Jonina Costello // [jcostello@full-throttlecom.com](mailto:jcostello@full-throttlecom.com)

Jason Bear // [jbear@full-throttlecom.com](mailto:jbear@full-throttlecom.com)

805.529.3700

## WILEY X® INTRODUCES NEW JOHN DEERE SAFETY EYEWEAR LINE

### World Eyewear Leader Creates Full Eyewear Series That Fits John Deere's Reputation for Quality, Performance and Durability

Global eyewear leader Wiley X,® Inc. has created a full family of John Deere Safety Eyewear — designed with the quality, performance and durability John Deere fans require to get the job done. Perfect for work on the farm or around the backyard, home improvement projects or just hanging out, these stylish shades deliver the good looks, comfort and advanced vision protection required to take on any challenge.

The same technology that goes into Wiley X glasses for the military, law enforcement, champion NASCAR drivers and elite professional bass anglers can be found in each of these new John Deere Safety Eyewear models. With shatterproof lenses and virtually indestructible frames, these glasses meet the latest ANSI Z87.1 High Velocity and High Mass Impact standards, providing OSHA-grade protection for every job, chore or activity.

The John Deere Safety Eyewear by Wiley X line includes seven attractive models in two distinct families — The John Deere All Terrain Safety Line and the new John Deere Premium Lifestyle Safety Line. The All Terrain family includes the new Traction-X, offered with a Matte Black frame and Grey Lenses for versatile performance and an understated look. The new Avert-X comes with a choice of Gloss Black frames paired with Grey or Green Sapphire Mirror lenses. The new Torque-X matches a stylish Gloss Black frame with a choice of Grey or Clear lenses. All-Terrain models feature a special anti-fog lens coating, universal low profile fit and come with a microfiber storage/cleaning pouch with John Deere logo. Both the Traction-X and Torque-X feature special high-grip temples and noise pieces, while the Avert-X includes a security lanyard.

Four models make up the John Deere Premium Lifestyle Safety Line, including the new Drill-X that comes with a Gloss Black frame with Polarized Grey lenses, Gunmetal frame and Grey Silver Flash Lenses, or a Dark Metallic frame with Pink accents and Grey lenses. The new Pivot-X gives wearers the choice of a Matte Black frame with Grey lenses, a Matte Black frame with Pink accents fitted with Grey lenses, or a Gloss Black frame with Polarized Silver Flash lenses. Also available is the new Force-X, in a choice of Gloss Black frame with Green accents and Grey Silver Flash lenses, Gloss Black 2-Tone frame with Grey lenses or Matte Black frame with Polarized Green Mirror lenses. Rounding out the John Deere Safety Line model is the Turf-X, available in three distinctive frame/lens pairings — Gloss Black/Polarized Green Mirror, Gloss Brown Streak/Grey Silver Flash and Gloss Black/Grey. All Premium Lifestyle Safety Line models come with a hardshell zipper case and cleaning cloth.

Whichever style they choose, men and women will enjoy Wiley X's world-renowned eye protection, along with crystal clear vision and all-day wearing comfort. The performance, quality and durability of this entire line are in keeping with the characteristics that define the John Deere name.

"The John Deere name is synonymous with rugged quality, value and enduring style that stands the test of time," said Wiley X Co-Owner Myles Freeman, Jr. "We're proud to work with a company that is such a part of America's heritage, and to create a family of protective eyewear products that delivers these same virtues," added Freeman.

All John Deere Safety Eyewear models and are backed by a one-year warranty against defects in material and workmanship. To learn more about the entire John Deere Safety Eyewear family by Wiley X, visit [wileyx.com](http://wileyx.com).

**Editor's Note: For hi-res images and releases, please visit our online Press Room at [www.full-throttlecommunications.com](http://www.full-throttlecommunications.com).**

