



**PERFORMANCE EYEWEAR
BY WILEY X**

NEWS RELEASE

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

WILEY X[®], INC. SUPPORTS MOTORCYCLE SAFETY MONTH, REMINDS RIDERS ABOUT IMPORTANCE OF EYE PROTECTION

Company's Growing Harley-Davidson[®] Performance Eyewear Line Designed to Provide Serious Vision Protection for Men and Women

May is Motorcycle Safety Awareness Month, and leading protective eyewear manufacturer Wiley X[®], Inc. is not only solidly behind the nationwide educational effort, it is also bringing into focus an important, but sometimes overlooked, aspect of riding safety — vision protection.

Motorcycle Safety Awareness Month is promoted by the National Highway Traffic Safety Administration ([NHTSA](http://www.nhtsa.gov)), as well as numerous state highway patrol and safety organizations across the country, providing the riding public with important information on a wide range of safe riding guidelines and equipment.

For a variety of reasons including enhanced peripheral vision and wearing comfort, many riders choose to wear DOT and Snell approved helmets that don't have full-face visors. This is where proper ANSI-rated vision protection is absolutely critical for both sharp vision and eye safety in what can be a dangerous and dynamic environment.

Meeting this important need was behind Wiley X's recent creation of the Harley Davidson[®] Performance Eyewear Line, a full line of road-ready safety eyewear styles for male and female motorcycle enthusiasts. With dozens of models to choose from, this premium eyewear family embodies the Harley Davidson[®] lifestyle and is designed to be both stylish and comfortable enough to wear at rallies, club events and everyday activities. Yet, they also offer the advanced road vision and ANSI-rated protection riders need to be safe every time they hit the highway, whether it's a quick trip to the store or a cross-country adventure.

"Riding without proper eyewear can be very dangerous," said Wiley X Co-Owner Myles Freeman, Jr. "Vision protection gear specifically engineered for riding not only protects your eyes from airborne debris, kicked up rocks, low-hanging branches, flying insects and other hazards, it also helps riders view their surroundings and better 'read' changing road surfaces throughout the day," added Freeman. The Harley Davidson[®] line includes a wide range of frame/lens combinations designed to suit the facial structures of different riders and provide optimum visual acuity and field-of-view under a variety of riding conditions.

All Harley-Davidson[®] Performance Eyewear Line models provide sharp, undistracted vision and 100-percent protection against the sun's harmful UVA/UVB rays. Every Harley-Davidson[®] Performance Eyewear sunglass model also meets stringent ANSI Z87 High Velocity and High Mass Impact Safety standards, providing OSHA-grade protection against a wide range of hazards encountered by riders every day. In addition, the vast majority of Harley Davidson[®] Performance Eyewear models are Rx-ready, making them an even better choice for riders who require prescription lenses.

Harley-Davidson[®] Performance Eyewear products are sold through authorized Harley-Davidson[®] dealers nationwide. To learn more about this full line of advanced, road-ready vision protection products — including more than 14 new models added for 2016 — contact Wiley X, Inc. at (800) 776-7842 • Or visit online at h-dsunglassesbywileyx.com.

Editor's Note: For hi-res images and releases, please visit our online Press Room at www.full-throttlecommunications.com.