

NEWS RELEASE



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KYLE BUSCH ADVANCES IN NASCAR PLAYOFFS WITH DOMINATING NEW HAMPSHIRE WIN

DVX™-Sponsored Driver Earns Third Victory of Season, Locks Up Spot in Round of 12 By Winning Sunday's ISM Connect 300 at New Hampshire Motor Speedway

DVX™-sponsored racing veteran Kyle Busch notched his third victory of the 2017 Monster Energy NASCAR Cup Series season and the 41st in his illustrious career by taking the checkered flag in the ISM Connect 300 at New Hampshire Motor Speedway on Sunday, September 24. Perhaps more importantly, the victory assured Busch's advancement into the NASCAR Round of 12 "playoffs" as he continues driving towards his ultimate goal of being crowned 2017 series champion.

Busch won Sunday's race in dominating fashion, starting with pole position and leading for 187 of the 300 laps of this famous 1.058-mile track. The race was not without serious challenges for Busch, however. A crash involving several cars at the race's midway point created a smokescreen on the backstretch, and it took all of Busch's driving skills and composure under pressure to navigate his way cleanly through the smoke and wreckage. He credited his Joe Gibbs Racing Team spotter for helping him check his speed and make his way through the mess without getting hit from behind.

Once that experience was in his rear view, Busch was in control of the race — except for a short three-lap period when he lost the lead with a two-tire stop under caution. After regaining the lead, Busch easily won the race with a 2.641 second margin.

"Once again, Kyle demonstrated not only his skills behind the wheel, but his ability to keep it together when faced with a challenging situation," said DVX Sun + Safety Eyewear Co-Owner Myles Freeman, Jr. "After a frustrating start to the season, Kyle has shown us and racing fans around the world what he is truly made of. All of us are looking forward to rooting Kyle on as he moves forward in the playoff races and towards his goal of becoming a two-time champion," added Freeman.

Busch relies on DVX Sun + Safety Eyewear for clear, distraction-free vision and state-of-the-art eye protection. You don't have to be a NASCAR champion, however, to benefit from DVX Sun + Safety Eyewear. All DVX sunglass models meet tough ANSI-Z87 High Velocity and High Mass Impact Safety standards, providing true OSHA-grade vision protection while on the job or enjoying the active lifestyle.

DVX Sun + Safety glasses are constructed from virtually indestructible Triloid™ Nylon, a lightweight material that combines the flexibility of rubbers, the strength of plastics and the formulation of thermoplastics. All DVX styles are designed for good looks, wearing comfort and performance, with features including rubberized nose pads and temple tips for a secure, yet comfortable fit during high-action activities.

Nearly 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.

The full line of DVX Eyewear carries a 1-year warranty against manufacturer's defects on all frames and lenses and is available through Walmart Vision Centers nationwide, as well as online through [Amazon.com](https://www.amazon.com) and [dvxyewear.com](https://www.dvxyewear.com).

To learn more about the advanced vision protection provided by the DVX Sun + Safety eyewear line, visit [dvxyewear.com](https://www.dvxyewear.com).

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