



PERFORMANCE EYEWEAR
BY WILEY X

NEWS RELEASE

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WILEY X® INTRODUCES THE ALTERNATIVE FIT COLLECTION FOR HARLEY-DAVIDSON® PERFORMANCE EYEWEAR

New for 2014 Sunglass Series delivers optimum fit for riders with different head shapes and facial angles

While most motorcycle enthusiasts share a universal passion for riding and all things Harley-Davidson, this doesn't mean that they're all the same. Especially when it comes to head size, shape and facial structure and how best to provide a rider with clear vision, comfort and eye protection on the open highway. Eyewear innovator Wiley X®, Inc. knows this, and has added a New for 2014 Alternative Fit Collection to its popular Harley-Davidson® Performance Eyewear.

The Alternative Fit Collection is designed to provide a comfortable and secure fit to riders who, in the past, were limited to "one-size fits all" solutions when it came to protecting their eyes. The experts at Wiley X recognize that proper fit is the first step in proper protection, and set out to develop glasses for specific head shapes, sizes and facial structures. In particular, riders who trace their roots to Asia-Pacific, Africa, Latin America and the Middle East often have differing head shapes and facial angles. The Alternative Fit Collection provides a better fit than universal fit eyewear, and this translates to improved comfort, enhanced vision and, most importantly, maximum eye protection on the open road. In addition to providing superior fit and protection, each of these new eyewear pieces are also Rx-Ready, making them an ideal solution for riders who require prescription lenses.

The new Alternative Fit Collection HD Rebel is available in two styles— one combining an attractive Gloss Black frame with versatile smoke grey lenses (#HFREB01) and another (#HFREB02) matching a stylish tortoise frame with Bronze Silver Flash lenses.

The collection also includes the new Climate Control™ HD Shadow, with a patented, removable, soft-foam Facial Cavity™ Seal that blocks out wind, dust and unwanted light for enhanced vision and greatly increased eye comfort. This new Alternative Fit model is offered in three styles to cover a wide range of riding applications. The HD Shadow Model (#HFSHA01) features an eye-catching steel streak frame matched with versatile smoke grey lenses. HD Shadow Model (#HFSHA05) pairs an understated Matte Black frame with Wiley X's exclusive LA™ Light Adjusting smoke grey lenses. These lenses quickly and automatically darken or lighten based on light conditions, making them an ideal choice for riding through changing environmental conditions. A third style of the HD Shadow (#HFSHA07) matches a Gloss Black frame with Wiley X's revolutionary PPZ™ lenses.

Engineered to enhance the vision of daytime riders, PPZ lenses allow 14% light transmission and feature 70% polarization. This unique combination offers significant glare reduction and distortion-free vision while allowing for clear viewing of digital gauges and LCD gas pump displays (which would be obscured by traditional polarized lenses). These lenses give riders a high-definition view of the road surface at all angles — even when looking through a bike's windscreen or a full face helmet visor. These advanced riding lenses feature an additional frontal layer of Silver Flash, Multi-Coat Z-Oxide Mirror over a smoke grey tint, buffering transitions from light to dark and vice versa such as driving on a tree lined street.

Along with superior fit and bold Harley-Davidson® style, these Alternative Fit Collection glasses give riders protection that goes far beyond the harmful rays of the sun. These glasses have earned the stringent ANSI Z87.1 High Velocity and High Mass Impact Safety rating, for OSHA-grade protection against the hazards of the road. Wiley X is the only premium sunglass brand with this level of protection in every pair of sunglasses it makes.

To learn more about the new Alternative Fit Collection, Wiley X's exclusive PPZ Lens technology, or the complete collection of Harley-Davidson® Performance Eyewear for every type of rider, contact Wiley X, Inc. at 7800 Patterson Pass Road, Livermore, CA 94550 • Telephone: (800) 776-7842 • Or visit online at www.harleydavidsoneyewear.com.

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