



ERFORMANCE SPR



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PERFORMANCE EYEWEAR

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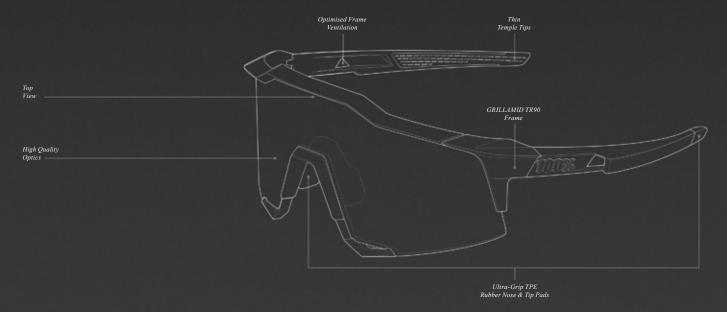
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100% is about Vision. What our athletes see and how we innovate. We enable athletes to see and think differently. Breaking away from convention require. magination, innovation, and clarity. 100% eyewear provides vision and confidence. We focus on eliminating distractions at the highest levels of racing & competition.



FIRAIME TECHINOLOGIES



FEATURES -

TR90 - GRILLAMID

Best material for flexible, durable, comfortable performance eyewear:

- Shatterproof
- Lightweight
- High alternative bending strength
- High resistance to chemicals and stress cracking (sweat, UV, sunscreen,...)
- 100% UV injection

ULTRA-GRIP TPE RUBBER NOSEPADS & TIPS

Special grade TPE rubber combined with specificaly designed patterns for more grip provide the best fit and comfort. The more you sweat, the grippier it gets.

THIN TEMPLE TIPS

For optimal compatibility with helmets and caps.

OPTIMIZED FRAME VENTILATION

Vents within frame for proper airflow, to inhibit fogging and to manage moisture.

ADVANCED TOP FRAME DESIGN

Designed with 100% DNA, the unique frame shape allows for enhanced space between lens and face to increase airflow and prevent fogging and offers expansive peripheral and vertical views.

DESIGNED IN CALIFORNIA, MADE IN ITALY.





THE SPIRIT OF RACING

PERFORMAN

THE EVOLUTION OF SPEED

Our past is our momentum—the 100% high definition lens system is the result of decades of passion, design, craft, and research.

Protection and comfort

Polycarbonate lenses are shatterproof and impact resistant. Hydroïlo Oil-and water-repelling coating keeps lenses clearer longer.

Healthier and less fatigued eyes

Complete ultraviolet filtration to keep your eyes healthy.

Blue light filtration that reduces fatigue for more comfortable vision.

Clearer, more accurate vision

Optically flawless, scratch-resistant lenses provide for unmatched clarity and color enhancement with tints for all riding conditions.

Lenses reduce fatigue, enhance color, and sharpen your vision.

DESIGNED IN CALIFORNIA. CRAFTED IN FRANCE & ITALY



UNMATCHED PERCEPTION



WHAT

100% proprietary high-definition lens technology enhances detail and definition and makes colors more vibrant.

HOW

Selective filtering of light rays to increase contrast and definition. Sharpens your surroundings so you see more of what matters.

WHY

See more of what matters.





WHAT

100% proprietary polarized technology eliminates glare without sacrificing everyday usability. View GPS screens and phones without removing your glasse

HOV

Partial polarization that filters enough diagonal rays of light to eliminat glare while still allowing you to see details.

WHY

Ultimate visual comfort without sacrificing visibility

16 SPEEDCRAFT AIR



THE SPIRIT
OF RACING

PERFORMANCE

SPEEDCRAFT AIR 17

SPRING 18 EYEWEAR COLLECTION

This is the ultimate combination of science and technology.

This is leverage over the competition.

This is control of earth's most essential element: AIR.



Featuring AC systems* breathing technology

Take control of air. This is the next revolution in performance eyewear.

Speedcraft AIR incorporates a built-in nasal dilator, allowing riders to control nasal dilation from minimum to maximum. Race-tested by three-time UCI Road World Champion Peter Sagan, this system is engineered to outpace the peloton. Speedcraft AIR begins with the award-winning Speedcraft sunglass recognized for its expansive peripheral and vertical view. It is the only cycling eyewear in the world to feature the patented AC Systems breathing technology, and comes with metal nose stickers to secure — and properly operate — the system. The nasal dilator is adjusted by rotating a small dial in the center of the lens, and the magnetic arms can be opened or closed to control nasal dilation throughout a ride.

Soft Tact Black
HiPER Red Multilayer Mirror Lens
#61004-100-43



The Speedcraft is fully loaded with our most advanced technology for the ultimate sports performance. Our signature 100% lens with its cylindrical shield significantly increases vertical visibility in the riding position. Megol rubber nose and temple pieces help provide all-day comfort while the lower air scoops increase ventilation and reduce moisture on the lens.



*New Model Polished Translucent Crystal Grey



HiPER Silver Mirror Lens 61001-253-76

*New Model -Matte White



HiPER Blue Multilayer Mirror Lens 61001-000-75

*New Model —Polished Translucent Crystal Blue



HiPER Blue Multilayer Mirror Lens 61001-122-75

*New Model
Polished Black
Fluorescent Yellow

Black Mirror Lens 61001-256-61

*New Model Soft Tact Celeste Green / Cement Grey

*New Model Soft Tact Day Glo Orange / White



Purple Multilayer Mirror Lens 61001-014-72



HiPER Red Multilayer Mirror Lens 61001-254-43

SPRING 18 EYEWEAR COLLECTION

SPENCER RATHKAMP



POLISHED TRANSLUCENT

PER BLUE MULTILAYER RROR LENS -Cherry Palace



Soft Tact Black



HiPER Red Multilayer Mirror Lens - 61001-100-43

- Soft Tact Graphite



Purple Multilayer Mirror Lens 61001-150-72

Soft Tact Black





FEATURES:

The Speedcraft SL model is designed with a shorter lens profile and more compact nose bridge to fit smaller faces. With the exception of the lens air scoops, the SL model maintains the same high performance features and lens technology.

*New Model

- Acidulous



*New Model ——Matte White / Metallic Blue



HiPER Blue Multilayer Mirror Lens - 61002-022-75

*New Model - Matte Dark Havana



Smoke Lens 61002-257-57



HiPER Red Multilayer Mirror Lens 61002-100-43

- Soft Tact Black

Purple Multilayer Mirror Lens 61002-260-72



SPEEDCRAFT 29





SPEEDTRAIP

MATTE WHITE

| | HiPER BLUE MULTILAYER | MIRROR LENS



The evolution of speed. Our expansive six base single lens shield increases peripheral vision and protection. We deliver enhanced vision and clarity by following the natural contours of your eye. Featuring cooling vents and uncompromising fit with three-way adjustable temple arms. The ultimate performance paired with aggressive futuristic styling.



*New Model

-Matte White



HiPER Blue Multilayer Mirror Lens 61023-000-75

*New Model -Matte Translucent Crystal Grey



HiPER Silver Mirror Lens 61023-255-76





Smoke Lens - 61023-011-57

– Soft Tact Black



HiPER Red Multilayer Mirror Lens 61023-100-43

Soft Tact Black
/ Fluorescent Yellow



Electric Blue Mirror Lens 61023-014-42





Black Mirror Lens —— 61023-001-61

SPRING 18 EYEWEAR COL









The Speedcoupe was designed to give you everything you need for peak performance in a compact package. The dual, semi-rimless lenses are designed for enhanced coverage with an unobstructed view and moisture control, while the rubber nose and temple pads contribute to the overall comfort of this compact workhorse.



HiPER Blue Multilayer Mirror Lens 61031-000-75

*New Model
- Matte Dark
- Havana

*New Model
- Cherry Palace



HiPER Silver Mirror Lens ——————————61031-060-76



Purple Multilayer Mirror Lens 61031-150-72

Smoke Lens 61031-257-57



HiPER Red Multilayer Mirror Lens 61031-100-43





Smoke Lens ——— 61031-100-57

*New Model ——— Polished Black



Grey PEAKPOLAR Lens ———— 61031-001-47



*New Model



FEATURES:

Inspired by Speedcraft's legendary success on cycling's biggest stages, S2 is 100% speed that has been newly refined for everyday sports performance. Our innovative technologies and signature lens have been tuned for riding at any level. S2's laser-etched edging provides the look of a full frame in a rimless cylindrical shield.



HiPER Blue Multilayer Mirror Lens 61003-085-75

*New Model Matte Off White *New Model — Polished Translucent Crystal Smoke

HiPER Red Multilayer Mirror Lens 61003-010-43













FEATURES:

An expression of Speedcoupe's traditional strengths, with a new grin-inducing look...introducing the Sportcoupe, 100% engineered to channel limitless performance for any sport and competitive condition. Its eight base dual lens design filters ultraviolet rays and reduces blue light, combined with tints that boost eye coverage like never before.



*New Model - Soft Tact White



HiPER Red Multilayer Mirror Lens 61020-000-43

*New Model Polished Translucent Crystal Smoke



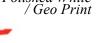
Purple Multilayer Mirror Lens 61020-253-72

*New Model —— Polished Translucent Crystal Grey



Green Multilayer Mirror Lens 61020-253-45

*New Model – Polished White / Geo Print





HiPER Blue Multilayer Mirror Lens 61020-085-75

46 SPORTCOUPE

*New Model —Matte Black





HiPER Silver Mirror Lens 61020-019-76

*New Model -----Soft Tact Black



Smoke Lens — 61020-100-57

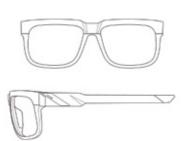
SPRING 18 EYEWEAR COLLECTION 100 PERCENT MATHIEU VAN DER POEL

TYPE-5

DAZE MATTE BLACK iPER BLUE MULTILAYER



Bridging the gap between style and performance, the Type-S is loaded with technical features while keeping classic styling in mind. The full-wrap design provides protection from light and reduces movement on your face, while the rubber coated nose pads and temple arms offer superior fit and comfort.



*New Model - Matte Translucent Crystal Sepia



HiPER Silver Mirror Lens 61032-258-76

*New Model - Matte Black

HiPER Blue Multilayer Mirror Lens 61032-019-75



*New Model - Soft Tact Black



*New Model -Cherry Palace



Black Mirror Lens —— 61032-060-61

*New Model — Anthem



HiPER Red Multilayer Mirror Lens 61032-015-43



MATTE TRANSLUSCENT CRYSTAL SEPIA

HiPER SILVER MIRROR LENS





Taking inspiration from vintage eyewear, the Campo features all of the elements of top-shelf performance frames but wrapped in retro styling. Packed with everything that our 100% lens technology has to offer, as well as rubber nose and temple pads, comfort and clarity won't be a concern. The clean, classic design makes the Campo a timeless frame for all situations.



——— Polished Translucent Blue

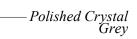


- Soft Tact Black









*New Model - Matte Black



— Soft Tact Crystal Black

- Soft Tact Havana



Hiper Red Multilayer Mirror Lens 61026-019-43



Electric Blue Mirror Lens 61026-031-42





Bronze PEAKPOLAR Lens 61026-089-49



Grey PEAKPOLAR Lens 61026-100-47

56 CAMPO







Whether your days are spent on the road, dirt or water, the Centric is the perfect addition to your kit. The Centric is a progressive frame designed to meet your style and performance needs in any situation. Rubber nose and temple pads provide ultimate comfort, while the bold silhouette makes it the perfect combination of modern and classic styling.



*New Model —Matte Black



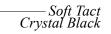
Smoke Lens - 61027-019-57

-Soft Tact Havana

-Soft Tact Black



Grey PEAKPOLAR Lens 61027-100-47





HiPER Red Multilayer Mirror Lens 61027-019-43

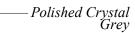
—— Polished Translucent Blue



Bronze PEAKPOLAR Lens 61027-089-49



Electric Blue Mirror Lens 61027-031-42





Smoke Lens 61027-007-57

A|P23

AARON PLESSINGER

One Hundred Percent

SOFT TACT TRANSLUCENT

HIPER RED MULTILAYER MIRROR LENS

*New Model - Matte Black





FEATURES:

The Hudson evokes clean lines and styling with our groundbreaking lens technology. Dynamic protection and contrast with comfort that never sleeps, you can wear Hudson 100% all day. Together with its six base frame and curvature, temple tips and nose pads Hudson delivers lasting impact.



*New Model -Matte Translucent Crystal Clear



*New Model – Soft Tact Havana



Purple Multilayer Mirror Lens 61028-010-72

*New Model — Soft Tact Translucent Crystal Grey



*New Model —Soft Tact Translucent Crystal Sepia



*New Model - Soft Tact Black



Smoke Lens - 61028-100-57



Red Bul

Red Bull
FACTORY RACING

MOTOREX



Combining a classic design and our revolutionary technologies, Blake is maximum performance with 100% style. Its six base frame and lens curvature, temple tips and nose pads create comfort for any activity, with a timeless look that transitions to fit any situation. Our lenses deliver the ultimate comfort, protection and contrast, that makes anyone look and perform their best.



*New Model — Soft Tact Rootbeer



*New Model - Matte Translucent Crystal Clear



Grey Green Lens ___ 61029-010-74



HiPER Blue Multilayer Mirror Lens 61029-019-75

*New Model - Soft Tact Black

Flash Gold Lens — 61029-103-69



Smoke Lens - 61029-100-57

*New Model – Polished Black



Grey PEAKPOLAR Lens 61029-001-47

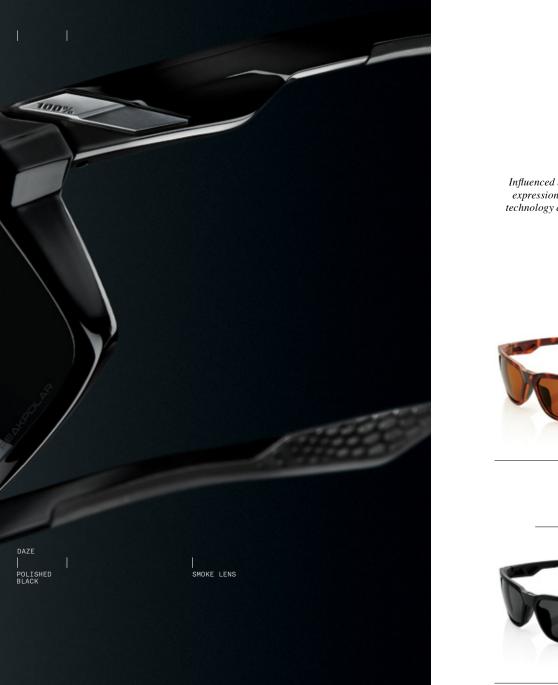




BLAKE
SOFT TACT
ROOTBEER

FLASH GOLD LENS







Influenced by our world-class athletes and true to our brand's Southern California DNA, Daze is an expression of life lived to its fullest. This progressive 8 base design, coupled with our advanced lens technology along with temple tips and nose pads, provide 100% comfort for any activity, whether it's hitting the trails, beach, or street.



*New Model Soft Tact Dark Havana



Bronze Lens - 61030-257-73

*New Model -Soft Tact Rootbeer



Flash Gold Lens — 61030-103-69





HiPER Blue Multilayer Mirror Lens 61030-019-75

*New Model - Soft Tact Black



Smoke Lens - 61030-100-57





Grey PEAKPOLAR Lens 61030-001-47

*New Model — Matte Translucent Crystal Clear



HiPER Silver Mirror Lens 61030-010-76

-Black

- 62001-019-01

SPEEDCRAFT AIR

- 1.6 mm thick, 5.5 base cylindrically cut lens for maximum clarity.
- · Available in regular and short lens options for the optimal coverage and fit.
- 100% UV Protection.
- X'treme Hydroilo exterior surface coating.
- $\bullet \ Full\ range\ of\ interchangeable\ replacement\ lenses\ available$ for all light conditions.
- · Designed in California.
- Produced in Italy.
- CE and ANSI Certified.

*New Model --- HiPER Red Multilayer Mirror Lens



*New Model

Mirror Lens

- 62001-122-01

*New Model

Mirror Lens

- 62002-053-01

*New Model

Purple Multilaver





62004-033-01 -62004-000-01

SPEEDCRAFT LENS

- 1.6 mm thick, 5.5 base cylindrically cut lens for maximum clarity.
- Available in regular and short lens options for the optimal coverage and fit.
- 100% UV Protection.
- X'treme Hydroilo exterior surface coating.
- Full range of interchangeable replacement lenses available for all light conditions.
- Designed in California.
- Produced in Italy.
- CE and ANSI Certified.

*New Model HiPER Silver Mirror Lens

- 62001-008-01

Mirror Lens

- 62002-122-01



--- HiPER Blue Multilaver



---- HiPER Red Multilaver



62001-033-01

- 62002-033-01

*New Model

Purple Multilayer



- 62001-053-01

- Ice Blue

Mirror Lens

- 62002-205-01



- 62001-205-01

Clear Lens

-62002-000-01

*New Model

- 62026-057-01 -----

- Grey PEAKPOLAR



Clear Lens

- 62001-000-01

Smoke Lens

- 62002-021-01 ----

*New Model

Clear Lens

---62026-000-01 ------



Smoke Lens

62001-021-01

- Black

Mirror Lens

- 62002-019-01

- 62026-021-0*1*



SPEEDCRAFT SL LENS

- 1.6 mm thick, 5.5 base cylindrically cut lens for maximum clarity.
- Available in regular and short lens options for the optimal coverage and fit.
- 100% UV Protection.
- X'treme Hydroilo exterior surface coating.
- $\bullet \ Full\ range\ of\ interchangeable\ replacement\ lenses\ available.$ for all light conditions.
- · Designed in California.
- Produced in Italy.
- CE and ANSI Certified.

*New Model

--- HiPER Blue Multilayer







— HiPER Red Multilayer Mirror Lens











SPEEDCOUPE LENS

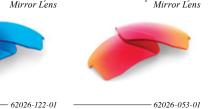
- 2 mm thick, 8 base spherical lens, optically correct decentered. • 100% UV Protection.
- X'treme Hydroilo exterior surface coating.
- Full range of interchangeable replacement lenses available for all light conditions.
- Designed in California.
- Produced in Italy.
- CE and ANSI Certified.

*New Model -HiPER Silver Mirror Lens



-- 62026-008-01 ------





*New Model ----HiPER Red Multilayer Mirror Lens



- 62026-033-01 ----







76 REPLACEMENT PARTS REMPLACEMENT PARTS 77

*New Model Smoke Lens



SPEEDTRAP LENS • 2 mm thick, 6 base spherically cut lens for maximum clarity. • 100% UV Protection. • X'treme Hydroilo exterior surface coating. • Full range of interchangeable replacement lenses available for all light conditions. • Designed in California. • Produced in Italy. • CE and ANSI Certified. S2 LENS • 1.6 mm thick, 5.5 base cylindrically cut lens for maximum clarity. • 100% UV Protection. • X'treme Hydroilo exterior surface coating.



- Nose Pads to fit all Speedcrafts.
- Speedcraft nose bridge to fit the standard Speedcraft lens.
- Speedcraft SL nose bridge to fit the Speedcraft SL lens.





• Refill kit with 20 nose stickers and 10 towelettes.



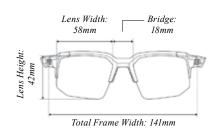
80 REPLACEMENT PARTS REPLACEMENT PARTS 81

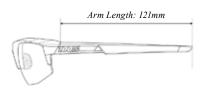
SPEEDCRAFT

Lens Width: 145mm Total Frame Width: 154mm

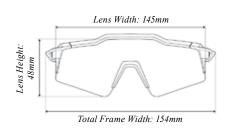


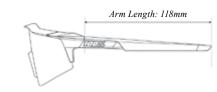
SPEEDCOUPE



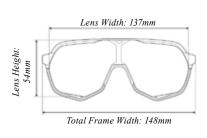


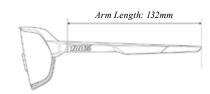
SPEEDCRAFT SL



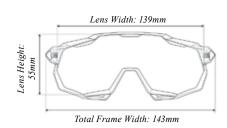


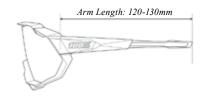
S2



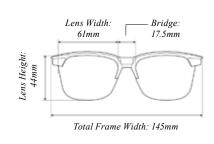


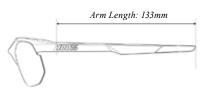
SPEEDTRAP



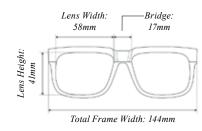


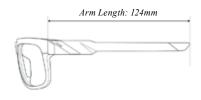
SPORTCOUPE



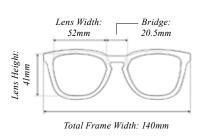


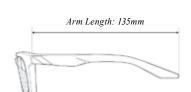
TYPE-S



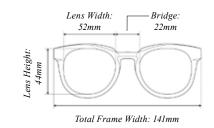


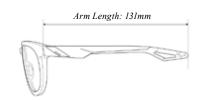
HUDSON



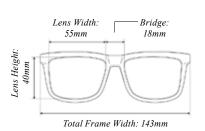


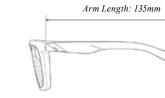
CAMPO



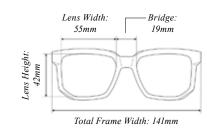


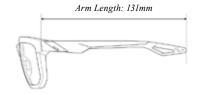
BLAKE



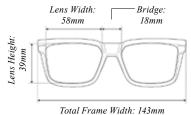


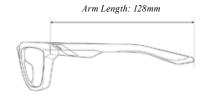
CENTRIC





DAZE







THE EVOLUTION OF SPEED



