



If you can defy the limits set by society and find the courage to try something new,

**EVERYTHING IN THE WORLD
CAN AND WILL BE MADE BETTER.**



That is the simple revelation of Beyond Reason™. Like Oakley, the athletes featured here have earned their way into the pantheon of possibility with dedication, drive, and passion to achieve the unimaginable.



**BEYOND
REASON™**

"EVERYTHING IN THE WORLD CAN AND WILL BE MADE BETTER."

JIM JANNARD / **FOUNDER, OAKLEY**

Some people simply refuse to accept limits or listen to conventional wisdom. Instead of merely existing in history, they have the daring and courage to change it. Their drive takes them beyond the ordinary, and their sense of purpose propels them far beyond the boundaries of reason. At Oakley, that spirit infuses everything we do.

Oakley is not a company. It's not a logo, a tagline, or a product line. At its core, in its very soul, Oakley is an obsession: to solve problems through invention and wrap that invention in art.

We have always believed that conventional thinking produces conventional products. Changing the future requires challenging what is possible. So that's exactly what we do. Every day. Sometimes that means having to completely reinvent how things are done. Usually it involves input from those who depend on our products to perform at their highest level. But it always demands going Beyond Reason™.

Reason says, "It's good enough." Reason prefers the path of least resistance. Reason plays it safe. Reason isn't brave. Reason is content to do things the way they've always been done. But that's hardly a formula for mind-blowing innovation.

We have a mantra: "If it's not good enough for the world's best, it's not good enough." It drives us to deliver the technology that top athletes demand, and the quality every customer deserves.

We don't always succeed. Some ideas fall short, fall down, or just fall apart. But our failures keep us humble and hungry. And through it all, we keep a sense of humor—and our sense of purpose.

If refusing to accept limits is crazy, it's our kind of crazy. Oakley is insanely dedicated to making products perform better so athletes can perform better. That's our calling. That's our purpose. And we're not going to let a little thing like reason slow us down.



IMPOSSIBILITY IS OPPORTUNITY

OSCAR PISTORIUS

SANDTON, JOHANNESBURG / **SOUTH AFRICA**

Ask sprinter Oscar Pistorius the difference between being good and being great. "It's not about how big the hurdle is," he will tell you with a smile. "It's about how you get around it, or under it, or over it." That attitude speaks to his perseverance, his character, and his approach to life. "Nothing is enjoyable if it's easy to achieve." Where others see impossibility, Oscar sees opportunity to achieve something Beyond Reason.

Affectionately nicknamed "Blade Runner," Oscar is a double amputee and the world record holder in the 100, 200, and 400 meter (sport class T44) events. "I enjoy challenging the way people think. When they see someone with a disability, they always focus on the disability, and that perception is something I want to alter. The only difference between my brother and me is that he puts his shoes on in the morning and I put my legs on. And I am faster." In 2011, Oscar became the first amputee to win an able-bodied world championship medal. At the time of this writing, he is on a quest to qualify for the London 2012 able-bodied Olympics.

Perseverance is a mark of courage among athletes. Perseverance, dedication, and self-belief in the face of seemingly insurmountable odds are what make Oscar Pistorius inspiring.



DEDICATION THAT BORDERS ON OBSESSION

BRYAN CLAY

AUSTIN, TEXAS / **USA**

Decathlon competitions push the human body Beyond Reason, but world champion Bryan Clay says there is far more to it. “The hardest part is getting through the training. We train ten times harder than we compete.” Bryan withstands all the grueling pain and exhaustion just to get an extra 1% out of himself. “If somebody trains one day or just one workout harder than I do, and they beat me, it’s my fault.” His level of dedication borders on obsession, and it’s probably why many refer to him as “The World’s Greatest Athlete.”

“Growing up, I wasn’t the fastest or the strongest, but I discovered I could hone my talents into one dream: winning an Olympic gold medal.” Bryan’s perseverance earned him the silver in the 2004 Olympics—an incredible accomplishment, but not enough for an athlete who sets the highest standards for himself. He finally achieved his dream by earning gold in the 2008 Games. London 2012 will put Bryan in reach of becoming the only decathlete to win three Olympic medals.



IMPOSSIBILITY IS A MATTER OF PERSPECTIVE

CADEL EVANS

KATHERINE, NORTHERN TERRITORY / **AUSTRALIA**

Oakley's Cadel Evans says achieving Beyond Reason is a matter of trust and belief in himself and his teammates. It's also a matter of perspective. "When things got hard last year, images of my friend Aldo's family suffering through his fight with a brain tumor made my difficulties insignificant." Only by keeping himself grounded does Cadel find the strength to go beyond limits and endure whatever it takes to reach the next level. Each step inspires the next. "I have sacrificed a lot in my life to get to where I am in the sport. I'm not about to cut things short for myself now."

Cadel is a made-for-the-movies success story. While at the top of the world as a champion mountain biker with two World Cup trophies, he decided it wasn't enough. He put aside his MTB prowess to start over with a new challenge: road cycling. In 2007, he came to within 23 seconds of taking cycling's greatest race, the Tour de France.

Competing in the 2009 world road championships, Cadel soloed to earn the coveted rainbow jersey. He went on to wear the leader's jersey in both the Giro d'Italia and Tour de France, and won La Flèche Wallonne. Victories at Tirreno-Adriatico and the Tour de Romandie, as well as a runner-up placement at the Critérium du Dauphiné, built excitement in 2011—a year that would see Cadel donning the Tour de France's yellow jersey and riding triumphantly into Paris.



PUTTING 12 YEARS OF WORK INTO 12 SECONDS

LOLO JONES

DES MOINES, IOWA / USA

"My failures have always inspired me." Those are the words of Oakley's Lolo Jones, and some might find them unreasonable. But for Lolo, defeat is just another word for challenge. "I didn't make my first team. Not even the U.S. top eight. A lot of people would have given up. Four years later, I earned the honor of being the best hurdler in the world. I want anybody who has ever had a dream to remember it took 12 years of work to earn a medal that took 12 seconds."

A specialist in 60 meter and 100 meter hurdles, Lolo demands the best from herself, and her expectations would be unreasonable to an athlete who lacked her heart, her drive, and her spirit. She always strives for greatness, and with her relentless training and laser-lock focus, she works Beyond Reason to achieve it. While at LSU, she tallied 11 All-American honors and earned three NCAA titles. In her pro career, she has been awarded two gold medals at the World Indoor Championships, and the future is wide open.



"REASONABLE" DOESN'T COME INTO MY VOCABULARY

MARK CAVENDISH

DOUGLAS / ISLE OF MAN

Britain's top road cyclist puts it simply: "'Reasonable' doesn't come into my vocabulary." In race preparation, Mark Cavendish leaves absolutely nothing to chance. "Everything has to be perfect. It's about training your mind, making sure you can think quickly, and making sure you know the route of the course every time." He also goes Beyond Reason in training. "You put yourself on that limit of what your body can take and you have to make yourself stay there. You have to train harder so you can suffer longer." The payoff shines from Mark's mantel.

Mark became a pro road cyclist in 2006 and achieved an astounding 11 wins in his very first season. Originally a track cyclist, he earned gold in the 2005 and 2008 World Championships for the madison team event, and his rise to elite status as a talented sprinter is a result of his track racing background. Mark has won 20 Tour de France stages and is the reigning World Champion on the road, riding for Team Sky. His drive and determination make him an honored name in our list of athletes who strive to achieve results Beyond Reason.



THE CHALLENGE IS EVERYTHING

JAVIER GOMEZ

BASEL / SWITZERLAND

"Races aren't always won by the fastest," says triathlete Javier Gomez. "Many times, it's the one who is mentally stronger—the one who can put up with the pain just a little bit more." Javier endures pain beyond the limits of most world-class athletes. He does it because the challenge means everything to him. "I keep going. I don't mind if people know me or not, or if I'm famous or not. I'm just going to do it because I love it." At Oakley, we understand what it means to be dedicated to purpose Beyond Reason.

Javier was 15 when he entered his first triathlon and ran a race of Olympic distance. From that moment on, he was in love with the sport. However, he was later diagnosed with an abnormal heart valve. It would have been reasonable for him to end his sport career and find something else to do, but passion has a way of defying impossibility. Javier spent years fighting for the right to compete. He was fueled by a relentless drive—not just to be a contender but to be the best—and he went on to earn two World Champion titles and two European gold medals.



BEING BETTER THAN THE COMPETITION IS NOT ENOUGH

KERRI WALSH

SANTA CLARA, CALIFORNIA / USA

"I don't want to be better than you or her or him—I want to be better than I am right now." Kerri Walsh's drive to continually move forward and improve turns every competition into an all-or-nothing proposition, and it's a drive that goes Beyond Reason. That's what it takes to be the best. "You can't be an elite athlete and be tentative in any way. You have to have courage. I'm playing to win and I'm expecting to win, and I'm going to do whatever it takes to win."

In 2004, Kerri brought home a gold medal from the Athens Summer Games, and she and teammate Misty May-Treanor earned their second Olympic gold in the 2008 Beijing games. Five-time AVP Team of the Year winners, the two also won the SWATCH-FIVB World Championships in 2003, 2005, and 2007. Kerri has been honored as AVP Best Offensive Player and AVP MVP (twice), FIVB Best Offensive Player and Most Outstanding Player, and FIVB Best Hitter, Best Blocker and Sports Person.



BEYOND REASON™

Published exclusively for Oakley by Chronicle Books LLC.

Copyright © 2012 by Oakley.

All rights reserved. No part of this book may be reproduced
in any form without written permission from the publisher.

ISBN 978-1-4521-1829-1

Manufactured in the United States of America.

Beyond Reason and RadarLock are trademarks of Oakley, Inc.,
in the United States and other countries.

10 9 8 7 6 5 4 3 2 1

Chronicle Books LLC
680 Second Street
San Francisco, CA 94107

www.chroniclebooks.com/custom

*Oakley earned its heritage by defying the limits of possibility so athletes can do the same.
Revolutionary breakthroughs like RadarLock™ eyewear answer their uncompromising demands
with innovation that has become our purpose, our passion, and our obsession. We engineer
the best of form and function so the greatest athletes on earth can take performance Beyond Reason™.*