

CRANKCASE

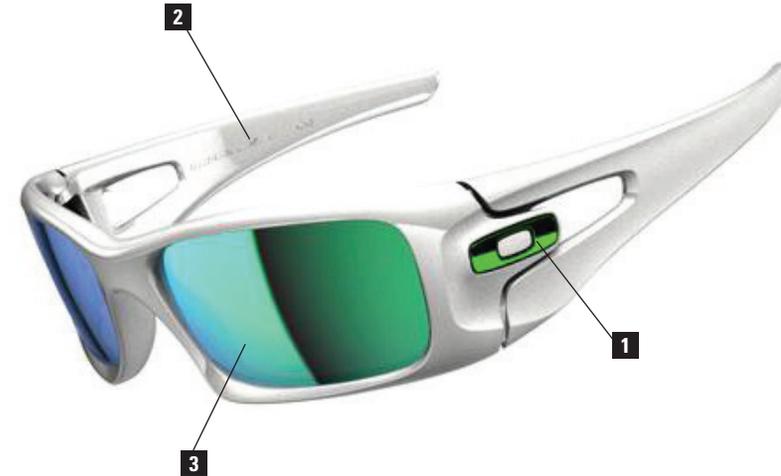


RELEASED APRIL 2012

www.omatter.com

Original Oakley sculpture with cutaways for a look you can call your own, this clean design of subtly squared lens orbital's and wide earstems carves a new category to complement your lifestyle. The lenses are cut from a single toric shield and placed in the frame to retain the original contour, a curve that sweeps across your eyes with the clarity of HIGH DEFINITION OPTICS® (HDO®). It's a pure look of confident attitude, and lightweight O MATTER® frame material makes the statement a comfortable one.

CRANKCASE® carries an icon that's different from the classic Oakley ellipse. It signifies an attitude of urban style that isn't forced with flash or business. A clean look says it all, and that's what the pros of action sports respect when they hit the city. We crafted the lifestyle icons with metal and laid them down on earstems with sculptural cutaways. The stems continue the fluid lines of the lens orbital's to wrap around the sides of your head with a comfortable Three-Point Fit that keeps the optics precisely aligned.



**MATTE BLACK /
VIOLET IRIDIUM**



**POLISHED BLACK /
WARM GREY**



**POLISHED WHITE /
JADE IRIDIUM**



**POLISHED ROOTBEER /
BRONZE POLARIZED**



**MATTE CLEAR / ICE
IRIDIUM POLARIZED**



**POLARIZED BLACK /
BLACK IRIDIUM
POLARIZED**

BENEFIT

- 1 As distinguished by the square O icon, this sunglass is geared towards a lifestyle consumer.
- 2 Smaller frame size makes this a great option for customers with small to medium sized heads.
- 3 Many fun pop lens color options, with 50% of SKU's offered with HD Polarized lenses.

FEATURE

- LIFESTYLE PRODUCT**
- SMALL TO MEDIUM SIZED HEAD FIT**
- POP LENS OPTIONS WITH 50% BEING HD POLARIZED**

TESTIMONIALS

"It sports the square O logo which designates the fact that its part of our lifestyle collection, and with any style within our lifestyle collection they are designed specifically to cater to a younger audience."

AARON QUIGLEY
Action Sports Channel Director, US



Rx
**PRESCRIPTION RANGE
AVAILABILITY**

PROGRESSIVE SPHERE

+2.00 to -3.00

SINGLE VISION SPHERE

+2.00 to -4.00

MINIMUM PD SV / PROG

28 / 29