

2012

SNOW GOGGLE COLLECTION



OAKLEY

OAKLEY AIRBRAKE

ASK YOUR CONSUMER:

- ① What is most important to you about your goggle? Quality? Added comfort? Elite technology? ② Would you like the flexibility to change your goggle lens for varying conditions?



LOOKING FOR AN ALL-AROUND
HIGH QUALITY GOGGLE



LOOKING FOR HIGH QUALITY AND ENHANCED
PERFORMANCE IN THEIR GOGGLE



SOPHISTICATED CUSTOMER WHO WANTS
THE MOST ELITE TECHNOLOGY

SPORT COLLECTION

A FRAME >
CROWBAR
STOCKHOLM



BENEFITS OF **SPORT**:

- **ANTI-FOG** Dual vented lenses with F3 anti-fog technology
- **BALANCED FIT** Strap clip attachments to fit perfectly with or without a helmet
- **MOISTURE WICKING** Triple layer polar fleece foam keeps your face dry

TECH COLLECTION

CANOPY >
SPLICE
ELEVATE



ALL THE BENEFITS OF **SPORT PLUS**:

- + **COMFORT** O-Flow™ Arch frame technology improves fit and reduces nasal pressure for improved comfort and increased airflow

ELITE COLLECTION

AIRBRAKE >



ALL THE BENEFITS OF **TECH PLUS**:

- + **QUICKCHANGE LENSES** Switchlock™ Technology designed for quick and easy lens interchangeability



To learn more, visit omatter.com, Oakley's exclusive community for sales associates around the world. Not on O Matter? Ask your rep how you can join today.



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OAKLEY LENS TECHNOLOGY

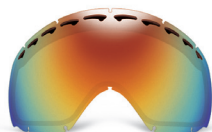
OAKLEY HAS A HISTORY OF GOING BEYOND REASON

SETH MORRISON



PERFORMANCE LENS TINTS

BRIGHT SUN



FIRE IRIDIUM®



BLACK IRIDIUM®

Improves details and depth perception while reducing glare from bright sun.

MIXED SUN & CLOUDS



BLUE IRIDIUM®



VR28®

Best all purpose lens tints that improve details and depth perception.

SNOW & OVERCAST



HIGH INTENSITY YELLOW



PERSIMMON

Improves color perception and visibility while enhancing visibility in low-light environments.

HELP YOUR CUSTOMER FIND THE RIGHT LENS:



ASK

Which environment will you use your goggles?



FIND

The best lens option based on that environment.



EXPLAIN

The benefits of that lens for that environment.



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