

# DRIVEWEAR®

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## DRIVEWEAR® SETS THE PACE AT PITTSBURGH VINTAGE GRAND PRIX

### Comprehensive Drivewear Sponsorship Reaches Hundreds of Thousands of Car Enthusiasts



The Drivewear® branded pacecar was on display during the race and at several additional events throughout the Grand Prix. Pictured left to right:

“I was really looking forward to getting my Drivewear lenses and I think that they are just fantastic,” said Jeff Brown, who wore his Drivewear lenses behind the wheel of his 1950 MG TD during the Grand Prix. “I have put away my conventional sunglasses in favor of Drivewear because I believe that they are so much easier on my eyes, which are 20/400.”

“One of the biggest benefits of wearing Drivewear lenses for me is the protection they provide from intense glare and bright sun, which will be especially important when I am driving in the desert on the West Coast,” said Kip Fjeld, one of the drivers who participated in the Grand Prix event, and who was fit for his lenses at the Drivewear tent during the Grand Prix weekend “Because I am always on the go, it is very convenient to have one pair of sunglasses that I can rely on under any conditions.”

PITTSBURGH, July YY, 2007 – Teaming up with local Pittsburgh retailer Eyetique, Younger Optics and Transitions Optical, Inc. promoted Drivewear® lenses Activated by Transitions™ to spectators of and drivers in the 2007 Pittsburgh Vintage Grand Prix, the nation’s largest vintage race staged on public roads. More than 250 Professional drivers who took part in the Grand Prix had the opportunity to test Drivewear lenses on the race track, experiencing how the lenses change color and darkness depending on how bright it is outdoors, and said they appreciate the adaptability, glare protection comfort and safety they provided.



Kip Fjeld, Pittsburgh Vintage Grand Prix driver of a 1956 Miller Crosley tried on his Drivewear® lenses at the Drivewear tent.

“There are a lot of driving accessories out there today like gloves, shoes and suits, but not the right eyewear,” said George Vapaa, Grand Prix driver of a vintage Lotus 7 car, who was also fit for a pair of the lenses during the event. “Wearing lenses like Drivewear, which are specially designed for driving, provides a great advantage for vision comfort and overall safety out on the road, where good eyesight is critical.”

Drivewear was a platinum sponsor of this 25<sup>th</sup> annual Grand Prix, with visibility throughout the two-week-long series of events, culminating in the Schenley Park race – with more than 250,000 attendees at this event alone.

“Younger Optics is very excited about the Drivewear lens, and was pleased to support this event,” said Dr. Jotinderpal (Sid) Sidhu, vice president, Younger Optics. “I was even more pleased to hear the reaction of the drivers when they expressed how comfortable they found the lens during the varying driving conditions of the race.”

In addition to serving as a mini-dispensary to fit drivers with the new product, Drivewear-themed tents provided a resource for spectators eager to learn more about the lenses at the race events. Drivewear was also promoted over the public address system throughout the weekend by race announcer Doug Stiffler, a personal fan of the lenses, who educated thousands of event attendees and encouraged them to visit the Drivewear tents. The Drivewear-branded pace car was on display during the race and at several additional events throughout the Grand Prix.

“Drivewear was a natural sponsor of the Pittsburgh Grand Prix,” said Rose Wallace, marketing manager, Transitions Optical. “The feedback we have received from drivers wearing the lenses is confirming that Drivewear is the next ‘must-have’ accessory for the car.”

“We’re excited to offer this cutting-edge new lens, and to have supported the Grand Prix and its charities through the Drivewear sponsorship,” said Norman Childs, owner, Eyetique. “The opportunity for the sponsorship brought to Eyetique by Younger and Transitions has helped ‘fuel’ the excitement and buzz that surrounds the Eyetique brand in the Pittsburgh market.”



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Pictured left to right in front of the Drivewear show car: Dr. Jotinderpal Sidhu, Younger Optics; Tara Kelly Hehr and Carole Schartner, Transitions Optical; and Norman Childs, Eyetique.

## About Drivewear lenses

Drivewear® lenses uniquely combine Transitions™ Photochromic Technology and NuPolar® polarization to create a new category of lens designed specifically to meet the unique visual demands of the driving task. Activated by Transitions™, Drivewear is the first polarized photochromic lens **to darken behind the windshield of a car**, allowing Drivewear to change color depending on lighting conditions in order to enhance the driver's vision. Drivewear lenses are also polarized to block blinding glare, which is absolutely essential when driving a car.



- In low light, the lenses are a green/yellow color to increase contrast during overcast conditions or at dusk or dawn.
- In daylight (behind the windshield of a car), they change to a copper color, which reduces glare and provides good traffic signal recognition, highlighting reds and greens.
- Outdoors, they become a dark reddish-brown color, to further protect the eyes from bright, glaring light and harmful UV radiation.



## About Younger

Younger Optics is headquartered in Torrance, CA, and is recognized as the world leader in prescription polarized lenses with its NuPolar® brand. Younger is also the manufacturer of Drivewear® lenses, the first photochromic polarized lenses to activate behind the windshield of the car. For more information about Drivewear lenses, visit [www.drivewearlens.com](http://www.drivewearlens.com).

## About Transitions

Transitions Optical's core product line, Transitions® lenses, are the #1-recommended photochromic lenses worldwide. Transitions Optical offers several special-purpose lenses that change from a tinted state indoors to a darker state outdoors when activated by UV light. These lenses are marketed as Activated by Transitions™. For more information, visit [Transitions.com](http://Transitions.com) or contact Transitions Optical Customer Service at (800) 848-1506.

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