

# NEWS RELEASE



CONTACT ▣ WILEY X EUROPE LLC ▣ WWW.WILEYX.EU ▣ PHONE +45 96930045 ▣ FAX +45 96930040

## WILEY X® EYEWEAR OFFERING LIMITED EDITION DIE-CAST SCALE MODEL OF MATT KENSETH'S NO. 17 "WILEY X SUNGLASS MACHINE" FORD FUSION

For a limited time, NASCAR fans have a chance to own what is sure to be a treasured racing collectible — a realistic, 1:24 scale die-cast model of Matt Kenseth's No. 17 "Wiley X Sunglass Machine" Ford Fusion. Kenseth drove this Wiley X sponsored racer at the Showtime Southern 500 at Darlington Raceway May 7<sup>th</sup>, and most recently at the Fed Ex 400 benefiting Autism Speaks at Dover International Speedway May 15<sup>th</sup> where he took the checkered flag.



This collectible NASCAR Spring Cup Series replica features a die-cast body and chassis with an opening hood and trunk. It also features a detailed interior carefully modeled off the real racing machine. Manufacturer-specific engine detail under the hood adds to the amazing realism of this die-cast.

This attention to detail applies to the vehicle's exterior, as well, starting with the car's eye-catching black/red/white color scheme with every sponsor logo in perfect position and proportion. Large Wiley X Eyewear logos are featured prominently on this Ford Fusion racer, along with the words "Wiley X Sunglass Machine" found in large letters across the rear of the car. Truly a collectible for NASCAR enthusiasts, each of these die-cast models features a DIN (Diecast Identification Number) for registration and a silver sticker confirming the vehicle's limited-run production number.

Wiley X Eyewear is very active on the racing front, providing its High Velocity Protection (HVP™) sunglass technology to many top drivers and interacting with racing fans nationwide with its "X-Factor" Mobile Merchandising/Tech Center. A leading provider of protective eyewear products to elite U.S. military forces, Wiley X is the only premium performance sunglass manufacturer whose entire line meets ANSI Z87.1-2003 high velocity and high mass impact and optical performance standards.

"We are so proud of our successful racing program and our sponsorship of this car, we needed a way to commemorate it," said Wiley X Eyewear Co-owner Myles Freeman, Jr. "This limited production die-cast is not only a great way too fully activate our primary sponsorship of this car, it allows us to share this with racing fans and collectors," added Freeman. The Wiley X Sunglass Machine Die-cast collectible can be pre-ordered online through May 20 for a discounted price of \$52.99. After this, it will be offered for the regular retail price of \$62.99.