

NEWS RELEASE



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

WILEY X® EYEWEAR PROUDLY ANTICIPATES RACING DEBUT OF “WILEY X SUNGLASS MACHINE”

Matt Kenseth to Drive Specially Decked-Out [No. #17 Ford Fusion](#) for Roush Fenway Racing At Two Upcoming NASCAR Sprint Cup Series Events in South Carolina and Delaware

Wiley X® Eyewear’s successful NASCAR sponsorship program has switched into high gear with today’s announcement of the No.17 Ford Fusion “Wiley X Sunglass Machine.” This car will be driven by perennial crowd favorite Matt Kenseth for Roush Fenway Racing and will make its nationwide debut May 7th at the Showtime Southern 500 at South Carolina’s famous Darlington Raceway. Kenseth will also drive this specially decked-out car May 15th as he tries to win the Fed Ex 400 benefiting Autism Speaks at Dover International Speedway in Delaware.



“We’re ecstatic to be the primary sponsor on Matt Kenseth’s No. 17 Ford Fusion for not one, but, two races in the month of May,” said President of Sales and Co-Owner, Myles J. Freeman. “To think that Wiley X will be exploited on the national stage is a tribute to how far we’ve come and a sincere show of support for our massive dealer network and our Armed Forces who make us proud around the globe. To them, we are forever grateful.”

Large Wiley X Eyewear logos will be featured prominently on this Ford Fusion racer, perfectly complimenting the vehicle’s black/red/white color scheme. The words “Wiley X Sunglass Machine” are emblazoned in large letters across the rear of the car — a view Kenseth hopes to show T.V. cameras and competitors as he fights for the checkered flag at these two events.

Wiley X is actively involved in the racing scene, providing its unique High Velocity Protection (HVP™) sunglass technology to top drivers and bringing its “X-Factor” Mobile Merchandising/Tech Center trailer to NASCAR events nationwide. Wiley X is a leading choice of top racers and other athletes who recognize the importance of serious vision protection. A leading provider of protective eyewear products to thrill seekers around the world and 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.

