



Giro Introduces Fall 2008 Eyewear Line; Patented Pop Top Interchangeable Optics and 4 New Styles Highlight Emerging Brand's Focus on Performance

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(SANTA CRUZ, CA) JULY 1, 2008: On the heels of Alberto Contador's stunning overall victory at the 2008 Giro d'Italia while using Giro's Havik™ model sunglass, Giro® is proud to announce the launch of their Fall 2008 collection of sport performance eyewear.

Giro's latest collection of sport performance sunglasses will debut at the Eurobike tradeshow in Friedrichshafen, Germany September 4th – September 7th, and at the Interbike tradeshow in Las Vegas from September 22nd – 26th. The collection features four new models, including:

- **Filter™**; a revolutionary sport performance sunglass featuring **Giro's patented Pop Top™ Technology** for stress-free lens interchangeability and **ZEISS lenses** for unrivaled clarity and optical performance.
- **Havik™ Full**; an updated version of the renowned Havik sport shield sunglass with a larger, vented **ZEISS lens** for enhanced coverage and world-class optics
- **Semi™ Full**; an updated version of Giro's half-entrapped Semi sport style sunglass with larger-profile lenses for enhanced coverage and styling
- **Score™ MTB**: a mountain bike-specific goggle designed and engineered for incredible fit with a variety of helmets, and made to meet the needs of downhill, dirt jump and freeride mountain bikers.

Prices will range from \$89.00 - \$219.00 depending on style and lens option, with availability at specialty cycling, outdoor and other select retailers starting in September 2008.

"The Fall 2008 collection reinforces our reputation for innovation, and represents a natural progression of our line" "said Eric Richter, Giro Sr. Brand Manager. "Each piece has an unmistakable identity, and meets the needs of riders and active people who are looking for premium eyewear that provides incredible fit, enhanced visual performance and leading style. From our Super Fit™ engineered frames that optimize comfort and compatibility with helmets, to world class optics from ZEISS, to incredible innovations like the Pop Top lens interchange system – we are focused on creating eyewear that allows you to perform at your very best."



At the top of the Giro's range, the new **Filter™** sunglass is a 'half-entrapped' sport style featuring Giro's revolutionary, patented **Pop Top™ lens interchange technology**. With Pop Top, you can change lenses in seconds without the usual stress, uncertainty and potential for damaging the lenses that is common to other interchangeable glasses. The key to the Pop Top system is a clever locking cam mechanism that is seamlessly integrated into the frame, which releases the lens for easy removal and then secures the new lens in the frame when you're done. The Filter features removable 8-base polycarbonate **ZEISS™ lenses with True Sight™** technology for 100% filtering of harmful UV rays and incredibly clear, accurate vision. The sleek sport-inspired frame also fits comfortably with a helmet thanks to **Giro's proprietary Super Fit™ Engineering** process. The Filter is also RX-ready for riders who wish to work with their optician for custom prescription lenses. MSRP ranges from \$159.00 – \$219.00 USD depending on lens option, and a hard case with room for spare lenses is included.

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[Giro Havik Full](#)

Next in Giro's performance range, the **Havik™ Full** is an updated version of the renowned Havik sport sunglass featuring a removable, vented 7-base **ZEISS™** polycarbonate lens that delivers incredibly sharp, clear vision while filtering 100% of harmful UV rays and providing enhanced coverage for riders who prefer a larger lens. The sleek frame is Super Fit Engineered to fit comfortably with a variety of cycling helmets and features proprietary Wind Tunnel™ ventilated temples to enhance air circulation behind the lens, as well as a ventilated rubber nose pad and rubber temple tips for comfort and stability, even on rough roads and trails. No wonder the Havik Full is the choice of a new generation of elite riders like the members of Team Garmin-Chipotle. MSRP ranges from \$139.00 – \$169.00 USD depending on lens option.



[Giro Semi Full](#)

The **Semi™ Full** is a sport performance sunglass featuring Giro's 8-base True Sight™ polycarbonate lenses that wrap to match the contours of your face and provide a full field of clear, accurate vision with 100% filtering of harmful UV rays. The versatile Super Fit™ Engineered frame is comfortable and provides a secure fit – even when worn with a cycling helmet – and helps to provide great coverage against sun, wind and rain, as well road and trail debris. The Semi Full features proprietary Wind Tunnel™ ventilated temples to promote optimal air circulation behind the lenses, as well as a ventilated rubber nose pad and rubber temple tips for comfort on and off the bike. The Semi Full is also available with world-class **ZEISS Polarized** polycarbonate lenses in two tints that block more than 99% of polarized light to significantly reduce the effects of glare in extremely bright conditions. The Semi Full is also Rx-compatible for riders who wish to work with their optician for custom prescription lenses. MSRP ranges from \$99.00 – \$149.00 USD depending on lens option.



[Giro Score MTB](#)

Rounding out Giro's performance eyewear collection, the new **Score™ MTB** goggle brings incredible comfort, performance and helmet compatibility to mountain bike riders. The Score MTB features a tear-off compatible, **impact-resistant True Sight™ polycarbonate lens** for maximum protection from sun, dust, dirt and debris, set in a durable thermal polyurethane frame designed to provide a full field of unobstructed vision and the durability needed for serious off-road action. Giro's proprietary Super Fit Engineering creates a snug, gapless fit with most helmets and the wide silicone-backed strap helps to keep the goggle strap securely positioned. The Score MTB is available in two frame/strap color combinations with two options for lens tints. MSRP is \$60.00 USD and a separate 10-pack of accessory tear-off lenses will also be available for \$12.00 USD.

With a dedicated focus on providing riders with the best performance, comfort and optical clarity possible, Giro has attracted a diverse team of eyewear-sponsored riders. In addition to 2007 Tour de France and 2008 Giro d'Italia winner **Alberto Contador** of the Astana Cycling Team, Giro Eyewear is also proud to sponsor the **Garmin-Chipotle Cycling Team**; the **Bissell Pro Cycling Team**; Two-time Crankworx Mountain Bike Slopestyle Champion **Paul Basagoitia**; Top U.S. Cyclocross and Mountain Bike racer **Barry Wicks**; top Triathlete **Rutger Beke** of Belgium; Two-time X-Games Snowboard Halfpipe Gold Medalist **Steve Fisher**; 2002 Olympic Women's



Snowboard Halfpipe Gold Medalist **Kelly Clark**; X-Games Best Ski Halfpipe Trick winner **Peter Olenick**; and more.

About Giro Sport Design

Giro®, based in Santa Cruz, CA, is a worldwide leader in the design, development and marketing of premium, high-performance protective gear and accessories for action sports and active lifestyles. We are an innovative and consumer-focused brand, with a mission to create products on the leading edge of inspired design that help you to look and feel your best.

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Interbike - New Product

Contact: Kevin Franks / Brand Manager / kfranks@giro.com / 831-420-4139



Athlon™ - NEW MODEL FOR 2009

If your off-road riding style means going from point A to B as quickly as possible, then you'll be happy to know we've developed the **ultimate XC competition-specific MTB helmet**. 23 generous Wind Tunnel™ vents plus smooth style, compact silhouette, light weight, and a removable P.O.V.™ visor are some of the features that might help put you on top of the podium... or at least make you look good trying.

Sizes: Super Fit™ Sizing

S 20"-21.75" / 51-55cm

M 21.75"-23.25" / 55-59cm

L 23.25"-24.75" / 59-63cm

Fit System: Roc Loc® 4

Construction: In-mold

Ventilation: 23 Wind Tunnel™ vents, internal channeling

Features: P.O.V.™ adjustable visor

Colorways: Matte White, Black/Acid Green, Luna, Matte Black, Matte Brown/Gold, Titanium.

MSRP: \$130.00

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Saros™ - NEW MODEL FOR 2009

Bursting with performance features like Wind Tunnel™ ventilation and our benchmark Roc Loc 4® fit system, it's the sleek, **contemporary style and subtle silhouette** that makes Saros speak to riders planning to break from the pack and go their own way. Offered in five distinct colorways, the Saros is sure to be a favorite on the road this year and beyond.

Sizes: Super Fit™ Sizing

S 20"-21.75" / 51-55cm

M 21.75"-23.25" / 55-59cm

L 23.25"-24.75" / 59-63cm

Fit System: Roc Loc® 4

Construction: In-mold

Ventilation: 19 Wind Tunnel™ vents, internal channeling

Features: Roll Cage™

Colorways: Red/White, Silver/White, Matte White/Black, Ice Blue/White, Blue/Silver, Black/Carbon.

MSRP: \$120.00

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Phase™ - NEW MODEL FOR 2009

The Phase is compact, cool, and durable enough to handle even the most daunting climbs and rock-strewn ribbons of singletrack. And it's a super value for riders who want **high-profile performance in a low-profile helmet**.

Sizes: Super Fit™ Sizing

S 20"-21.75" / 51-55cm

M 21.75"-23.25" / 55-59cm

L 23.25"-24.75" / 59-63cm

Fit System: Acu Dial 2® - New for 2008

Construction: In-mold

Ventilation: 27 vents

Features: Snap-fit 2 visor

Colorways: Lime Green/White, Dark Red Ti, Blue White, Matte Black, Matte Gunmetal, White/Titanium.

MSRP: \$75.00

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Remedy™ - NEW GRAPHIC FOR 2009

The fiberglass-shelled Remedy offers the same level of protection, ventilation and attention to detail as its sibling, the Remedy CF, and manages it all at a nice price. It's the perfect piece for long days at the park, jumps, or cleaning sketchy exposed lines, and it's quickly become a top choice by riders all over the globe.

Sizes: Super Fit™

S 20"-21.75" / 51-55cm

M 21.75"-23.25" / 55-59cm

L 23.25"-24.75" / 59-63cm

Construction: Fiberglass shell with EVA-lined chinbar

Ventilation: 14 vents, internal channeling

Features: 3-position adjustable bolt-on visor, washable interior lining

Colorways: Titanium Zombies (new), Matte Ti Cityscape, Matte Black, Gold/Black, Blue/White

MSRP: \$130.00

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FOR IMMEDIATE RELEASE

Giro Introduces Cycling Glove Line; Premium Materials and Technologies Combined with Super Fit Engineered Comfort, Performance and Style

For More info and images, please contact:

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Kevin Franks, Giro Cycling Brand Manager – Tel: (831) 420-4067 (kfranks@giro.com)

(SANTA CRUZ, CA.) AUG 10, 2008: Giro® is proud to announce the launch of their new collection of performance cycling gloves, which will debut at the Eurobike tradeshow in Friedrichshafen, Germany September 4th – 7th, and at the Interbike tradeshow in Las Vegas from September 22nd – 26th .

With an emphasis on establishing new benchmarks for fit, comfort, performance and style, Giro's cycling glove collection features ten models that span the Road, Mountain and Women's categories, including:

ROAD

- **Lusso™**; a premium retro-inspired cycling glove made with a luxurious Cabretta™ leather upper and a select Pittards™ vented leather palm with Technogel® padding. MSRP is \$65.00.
- **Monaco™ and Monaco™ LF**; high-performance road cycling gloves featuring Pittards™ Microvent leather palms with exclusive Technogel® padding and a moisture-wicking 4-way stretch upper. The LF version offers the extra coverage of a long-fingered design. MSRP is \$40.00 and \$45.00 respectively.
- **Zero™**; an peloton-inspired unpadding slip-on glove featuring a Super Fit™ Engineered three-piece Pittards™ Microvent leather palm and a breathable 4-way stretch upper. MSRP is \$35.00.
- **Bravo™**; an affordable, durable cycling glove that includes several of Giro's best features, including a Super Fit™ Engineered three-piece Clarino™ synthetic leather palm and optimized padding for comfort. MSRP is \$25.00.

MOUNTAIN

- **Remedy™**; a full coverage downhill glove designed to provide smart protection without compromising dexterity. Featuring an innovative d3O™ crash pad, strategically-placed armoring and a proprietary Super Fit™ Engineered Pittards™ leather palm. MSRP is \$42.00.
- **Xen™**; a true all-mountain glove with Super Fit three-piece palm construction, a durable four-way stretch breathable upper with light sonic welded armor and optimized Technogel® padding. MSRP is \$38.00.
- **Rivet™**; a race-ready full-fingered XC glove with a four-way stretch breathable upper and highly absorbent microfiber wiping surface, matched to a vented Clarino™ synthetic palm for durability. MSRP is \$30.00.

WOMEN'S

- **Tessa™**; a supple yet durable glove featuring a Super Fit™ Engineered three-piece Clarino™ synthetic palm combined with a breathable four-way stretch upper and optimized padding for lasting comfort and protection. MSRP is \$25.00.
- **Loma™**; a versatile, full-fingered design with Super Fit three-piece palm, vented Clarino™ synthetic palm and a light four-way stretch breathable upper for comfort and a superb fit. MSRP is \$30.00.

Giro gloves will be available at Authorized Giro cycling, outdoor and other select retailers, beginning in November 2008.

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“Gloves are a critical part of most cyclists’ attire, yet they haven’t evolved in the same way that other apparel accessories have”, said Greg Shapleigh, Giro SVP Marketing & Product Development. “So we’ve focused on creating an innovative line of gloves that combine premium materials with advanced technologies to enhance comfort. We’ve also reinvented how gloves are constructed and tailored in order to enhance fit. Every detail contributes something new and relevant to our line, from our unique Super Fit™ Engineered three-piece palm construction, to best-in-class performance materials, to colors and graphics that complement a rider’s style.”

Giro’s approach to gloves is driven by a combination of several key features and technologies, including a proprietary Super Fit Engineering process, as well as Pittards leathers, Technogel cushioning and d3O padding.

SUPER FIT ENGINEERING

Giro products are designed differently to fit and perform better. For instance, most cycling gloves are made with flat, single piece palms. While this design is easier to sew, it doesn’t fit the shape of the hand in the riding position and it can result in excess material, bunching, and discomfort. Every glove in the Giro line features a three-piece palm design that is tailored to the shape of the hand when gripping a handlebar. This attention to detail, along with testing, rider feedback and the use of premium materials, ultimately delivers superior comfort and control. That’s Giro Super Fit™.

“Our unique 3-piece palm construction allows your hands to move naturally for enhanced control, while providing a layer of protection that doesn’t compromise bar feel,” said Eric Horton, Giro Sr. Product Designer. “By developing each part of the palm to mimic a hand’s features and articulation, Giro gloves increase grip and provide a superior level of protection, yet practically disappear when you put them on.”



PITTARDS LEATHERS

Select Giro gloves feature Pittards® WR100X leather. This leather comes from the Cabretta (hair sheep) and is chosen for its thin, but tough structure. Pittards leathers undergo a special tanning process that allows them to absorb less water and resist sweat better than other leathers and synthetics. Nothing provides the fit, comfort and performance of leather; this is a difference you can feel the moment you try on a pair of Giro gloves.

TECHNOGEL

Technogel® is a polyurethane material originally designed for medical applications. We chose Technogel for our premium gloves because of its superior pressure distribution characteristics, and its unique ability to conform to the hand by deforming along all three axes. Normal padding materials tend to deform only along one axis which causes pressure to accumulate in the direct contact zones.

Giro gloves with Technogel provide:

- Superior pressure distribution (300% better than standard gel) for enhanced comfort and protection from numbness over long periods of time.
- Excellent impact absorption (30% better than standard gel) for protection from shocks and vibrations.
- Long lasting performance. Technogel does not harden or break down over time.

d3O

d3O™ is a specially engineered material made with intelligent molecules. These molecules flow when moved slowly but lock together on impact to help absorb shock. We integrated a d3O crash pad into the palm of the Remedy™ glove to provide enhanced impact protection with excellent dexterity and control.

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Giro Filter

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Giro Filter™ sunglass with Pop Top



Giro Havik™ Full sunglass



Giro Semi™ Full sunglass



Giro Score™ MTB mountain bike goggle