



Bollé Ryder Cup Golf Sunglasses

Featuring Phantom Lens Technology

Paris, France, September 2018 - The relationship between Bollé and Ryder Cup Europe as an Official Licensee to one of the most important sports events in the World, has continued for another cycle for The 2018 Ryder Cup at Le Golf National, Paris. This follows the great success of Bollé's involvement in the 2010 and 2014 Ryder Cups. Bollé is committed to the unique experience that The Ryder Cup provides, and that resonates with our brand values; the highest level of golf, the intensity of emotions and team spirit.

More so than in any other sport, golf requires complete and unrelenting precision. Vision is clearly the most important sensory input required by the brain to initiate and follow through, that perfect sequence of body motions which are so important, yet so elusive, in this game. Ryder Cup partner, Bollé uses golf-specific proprietary lenses that improve contrast and reduce glare from the grass to ensure an accurate read of the greens. Complete with ergonomically designed frames, Bollé Ryder Cup sunglasses offer superior fit and vision for all round comfort and performance.

Bollé Ryder Cup sunglasses feature **Phantom** lens technology encompassing everything you need in a golf lens: the optical superiority and lightweight characteristics of B-Clear precision optics, and hydrophobic outer and anti-fog inner coatings keep your view moisture free. Featuring a finely tuned brown gun tint that highlights subtleties on the course, light reactive **Phantom** technology lightens and darkens to adapt to your environment. Made of impact resistant Trivex which offers glass-like clarity, the lens does it all for you, letting you keep your focus on the ball.



BOLT RYDER CUP

FIT: LARGE
8BASE 80/43/81/16/129
12170
 Bolt Ryder Cup



BOLT S

FIT: SMALL
8BASE 53/36
12171
 Bolt S Ryder Cup

PHANTOM - LIGHT ADAPTIVE LENS TECHNOLOGY

- **OPTICAL CLARITY** - Made with NXT material, Phantom lenses deliver exceptional definition. Thanks to Essilor Sun Solution, we've been able to raise the optical clarity of our lenses to a

new level. NXT material is packed with a lot of features such as optimal clarity, lightweight, high impact resistance, chemical resistance, and of course 100% UV protection. Ideal for sport, Phantom lenses offer maximum protection & comfort of vision for your eyes.

- **PHOTOCHROMIC PERFORMANCE** - Phantom lens technology achieves a wide range visible light transmission, ensuring precise visual acuity in all weather conditions, including the most extreme. The lens tint changes with the light from cat.1 to cat.3. **Enhanced vision whatever the conditions.**
- **HIGH CONTRAST** - Bollé has advanced the performance of Phantom lens technology by adding a high contrast filter on its sunglass lenses. Available on all Phantom lenses, the high contrast filter boosts colors and significantly enhances your vision. Whether you are on the road or on trails, you'll always be able to perceive the obstacles and escape them.

Phantom lens technology redefines how you see the environment and is available in a wide range of Bollé sunglasses and Bollé ski goggles.



Bollé is a leader in sport and lifestyle sunglasses, cycling helmets, ski goggles, and ski helmets. For more information, visit www.bolle.com. Bollé is part of Bollé Brands, the company encompassing the brands Bollé, Cébé and Serengeti. Thanks to the complementary know-how and technologies of the three brands in their respective fields of activities, Bollé Brands' expertise covers a large spectrum of protection and performance products dedicated to outdoor activities.