

Biking without compromises
The evil eye halfrim models from adidas eyewear



Temperatures: rising. Roads and trails: completely clear from grit and snow. The bike: ready to go. From road racing to mountain biking, the eyewear specialist adidas eyewear is ensuring perfect vision this season with a new addition to its biking family. The versatile evil eye halfrim model is available as a basic or pro version, guaranteeing clear views for all professional and amateur cycling enthusiasts.

Biking without compromises - this is the philosophy behind adidas eyewear's evil eye models for more than ten years. There is no question of half measures, with the exception that it is a halfrim frame. The new evil eye halfrim model takes design and function to the highest level, turning the phrase "half measures" on its head.

The halfrim design and the frame material make the evil eye halfrim models especially light, ideal for both mountain biking and road racing. The flat temples ensure a perfect fit under a helmet, while individually adjustable nose pads and temples promote optimum comfort. In the pro model, the removable brow padding prevents sweat from running into the eyes during strenuous ascents. From technically challenging downhill sections to sweat-inducing asphalt roads, the halfrim design and strongly curved filters provide the wearer with a consistently clear view all round. "The new eyewear is brilliant - the halfrim design lets you see more of the trail and less of the frame," says professional freerider Darren Berrecloth (CAN).

The LST™ filter technology also guarantees optimal vision: contrasts are increased, helping you to identify bumps faster and more accurately. Disturbing fast changes from light to shade are compensated. The result: the rider can concentrate completely on the sport and his or her eyes tire less quickly. The filter can easily be swapped in the event of a sudden change of weather during a tour. The Swiss professional mountain biker Hans Rey says: "I love the new generation of evil eye glasses, the halfrim look and technology are a great improvement; I especially like how easy and quick it is to change lenses with the new lock system."

Click here to see the video for an even clearer illustration of the features:
<http://www.youtube.com/adidaseyewear#p/u/0/mpHx6LyEOWM>



The evil eye halfrim is available in shiny black/red, matt blue/orange, shiny beige/black, matt silver/black and shiny white/anthracite. The pro model is also supplied with a pair of orange replacement filters and comes in shiny black/green, shiny brown/off-white, matt brown/turquoise, matt white/caramel and matt black/grey.



evil eye halfrim shiny white/anthracite



evil eye halfrim pro shiny black/green

Like all other models in the adidas eyewear collection, the evil eye halfrim models are designed and manufactured by the renowned eyewear producer Silhouette International in Austria.

For further information please contact your adidas sales representatives:

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