



**TAGHeuer**  
AVANT-GARDE EYEWEAR



Seeing the world better

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**TAG HEUER AVANT-GARDE EYEWEAR SELECTS XPERIO UV SUPERIOR  
POLARIZED SUN LENSES AS PREMIUM SUNWEAR LENS PARTNER**

*Iconic Brand Will Offer Industry's Top Polarized Lens Technology in Prescription Eyewear*

**DALLAS – Sept. 19, 2014** – In the latest example of TAG Heuer Avant-Garde Eyewear's unwavering commitment to offer consumers the most innovative, high-quality products on the market, the brand today announces that it has chosen Xperio UV™ superior polarized sun lenses to feature in its prescription and plano eyewear expert range. This partnership will allow customers to experience the iconic TAG Heuer style, coupled with the unparalleled technology of Xperio UV superior polarized sun lenses that provide maximum UV protection, scratch resistance, cleanability and visual clarity.

Starting this fall, Xperio UV superior polarized lenses will be available in TAG Heuer's popular watersport, high-mountain and HD driving polarized lenses. With a long experience for crafting exceptional products, TAG Heuer Eyewear chose Xperio UV lenses so it could deliver the best of both worlds: their sleek, modern-style frames with the exceptional performance of Xperio UV superior polarized sun lenses, providing ultimate optics for superior vision and clarity, while remaining easy to clean.

“At TAG Heuer, we've always embraced the duality of our products, and our eyewear is

no exception. We've never let our desire to create fashion forward sunglasses compromise our fierce commitment to using the newest technology, and as we looked for the ultimate innovation in lens technology, Xperio UV lenses offered the best solution," said Miguel Lopez, president, Logos of Americas, distributor of TAG Heuer Avant-Garde Eyewear. "Xperio UV lenses are a pioneering force in the industry, and we wanted the confidence of knowing that we're providing wearers the absolute best, most advanced lens technology."

Xperio UV superior polarized sun lenses offer the maximum scratch resistance, easiest cleanability and maximum UV protection available with an Eye-Sun Protection Factor (E-SPF) of 50+, meaning the eye is more than 50 times better protected than without any lens. Failing to protect eyes against UV exposure can contribute to serious health issues, including skin cancer, premature age-related macular degeneration, and cataracts, the leading cause of blindness worldwide, affecting 16 million people. Xperio UV superior polarized sun lenses offer maximum protection by blocking 100 percent of transmitted UV light and essentially eliminating backside UV reflections.

"Time and time again, customers tell us they want sunwear that is high-quality but low-maintenance, and with Essilor's dedication to developing beautiful, protective and durable sunwear, a partnership with TAG Heuer – a brand known for its sophisticated aesthetic and advanced engineering – was a natural match," said Lauri Crawford, senior vice president of marketing, Essilor of America.

For more information on TAG Heuer, visit [www.tagheuer.com/eyewear](http://www.tagheuer.com/eyewear). For more information on Xperio UV lenses, visit [www.xperiouv.com](http://www.xperiouv.com).

#### **About TAG Heuer**

Founded in Saint-Imier, Switzerland by Edouard Heuer in 1860, TAG Heuer is now the fourth largest luxury watch brand worldwide and the undisputed world leader in prestigious sports watches and chronographs. Less than a decade after adding men's eyewear to its production stream, TAG Heuer Avant-Garde Eyewear completely dominates the premium sector of this highly competitive market. Designed and manufactured in its workshop in Morez in the French Jura mountains (all products are 100% «Made in France»), TAG Heuer Avant-Garde Eyewear's pioneering lines are world-renowned for their advanced design, materials and ergonomics, and have garnered an unprecedented number of awards, including numerous Silmo and Red Dot Design Awards. Like its watchmaking counterpart, TAG Heuer Avant-Garde Eyewear draws upon an active engagement in the world of sports for inspiration. From the Olympic Games in the 1920s to its current role as official eyewear and watch partner for Audi Sport in the mythical 24 Hours at Le Mans and Endurance races, TAG Heuer has put its expertise at the service of best events, stars and sportspeople in a constant quest for better performance and precision.

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**About Essilor**

Essilor is the leading manufacturer of optical lenses in the United States and is the market leader in progressive, high-index and anti-reflective coated lenses. A pioneer in the development and production of ophthalmic lenses, Essilor employs more than 10,000 people throughout North America. Essilor manufactures optical lenses under the VARILUX<sup>®</sup>, CRIZAL<sup>®</sup>, TRANSITIONS<sup>®</sup>, XPERIO<sup>®</sup>, DEFINITY<sup>®</sup>, THIN&LITE<sup>®</sup> and other Essilor brand names. Essilor Laboratories of America, Inc is the largest, and most trusted, optical lab network in the U.S. and offers a wide choice of services and lens brands, including Essilor premium lenses, to eyecare professionals across the nation. Essilor of America, Inc. (Essilor) is a subsidiary of Paris-based Essilor International, a publicly held company traded on the Euronext Paris stock exchange (Reuters: [ESSI.PA](#)).

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