



INTRODUCING

REDLINE

REDLINE MAX
DESIGNED TO PUSH LIMITS

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Ketchum, ID (For Immediate Release) Long the leader and innovator in interchangeable eye wear, Smith Optics is releasing a new performance duo this season for the active outdoor crowd: the Redline and Redline Max. Designed with a mix of sleek and bold lines and intuitive, smudge-free lens changes, these two new styles epitomize minimal mass and maximum coverage.



Redline Max Matte Black Red Mirror

Sharing the same frame with two different lens profiles, the Redline is designed with slightly smaller coverage than its larger lensed sibling, the Redline Max. Intended for the range of outdoor pursuits including running, climbing, biking, hiking, and nearly everything else under the sun where maximum protection from the elements in lightweight and light-fitting eye wear is a must, these two new medium fit pieces cover the spectrum of active sports. Using a shatter proof and cranium cuddling Grilamid TR90 frame with Megol hydrophylic nose and temple pads, this new introduction stays put and lets you focus on the task at hand.

Fitted with 8 Base Carbonic lenses featuring Smith's standard-setting TLT (Tapered Lens Technology) Optics, a precise thinning of the lens from the center to the periphery to compensate for lens curvature and ensure ultra crisp, optically precise vision, this duo guarantees that the one thing which won't be exhausted at the end of the day are your eyes.

These two pieces come standard with a Polarized Gray or Polarized Brown lens set (depending on color way) installed with Ignitor and Clear replacement lens sets included for \$149. New for this year, the Redline and Redline Max are also available with single lens options for \$100: Redline Max Matte Black with Red Mirror lenses, Redline Max Black with Ignitor, Redline Ivory Chocolate with Bronze, or Redline Gunmetal with Ignitor.

Like all Smith Products, the Parallel and Parallel Max are covered by Smith's True Lifetime Warranty. For more information on these and the rest of the Smith product family visit: www.smithoptics.com.



Redline Black Polarized Gray



Redline Brown Polarized Brown



Redline Black Ignitor



Redline Ivory Chocolate Bronze Mirror



Redline Red Polarized Gray



Redline Max Red Polarized Gray



Redline Max Brown Polarized Brown



Redline Max Black Ignitor



Redline Max Black Polarized Gray

ABOUT SMITH: Based in Sun Valley, Idaho, Smith Optics, Inc. was founded in 1965 with the creation of the first goggle featuring a sealed thermal lens and breathable vent foam. Today, Smith is known for its diverse line of sunglasses, snow and motorsports goggles, snow helmets, and ophthalmic eyewear. Smith's devotion to excellence, innovation, performance and style has made Smith the choice of action-sport athletes worldwide. Smith products are sold in more than 50 countries through sporting goods and specialty stores. For more information, check out www.smithoptics.com. Performance. Style. Smith. Solid.