



## Rudy Project Unveils Revolutionary Quick Change Lens Technology With 2018 Sintryx

Simple and Intuitive Lens Changing System Celebrated by Athletes



### FOR IMMEDIATE RELEASE

Denver CO – Rudy Project, Italian crafters of award-winning performance sunglasses, helmets, prescription eyewear and gear since 1985, just released the latest addition to the 2018 eyewear lineup – the **Sintryx** – an innovative wraparound sunglass with a unique lens release system. A single push on the spring-loaded central logo releases the lower part of the frame, allowing the lenses to be removed and swapped out without the usual pressure on lenses and frame. Inspired by speed and dynamically constructed, the latest performance sunglass from Rudy Project blends aesthetic styling with performance, without compromising on coverage or comfort. Offering high-wrap protection and a wide field of vision, the **Sintryx** is ideal for athletes looking to up their game, with a look and feel that will certainly appeal to mountain bikers and extreme skiers.

“I was amazed when I saw how easy it was to swap the lenses on the Sintryx,” said **Paul Craig, President and Co-Founder of Rudy Project North America**. “It’s intuitive, easy and solves all the issues athletes have had in the past changing out lenses. I am convinced it will be a new athlete favorite for everyone

from mountain bikers to triathletes, and our design team has outdone themselves on the innovative frame design. Tres cool.”



Mountain Bike Racer Todd Booth - Photo Credit JC Corliss Photography

The key to mountain-bike and ski-specific eyewear is having a large enough lens to provide full, protective coverage in case of debris, but ensuring enough ventilation to prevent fogging on hard climbs and hikes. The **Sintryx** rises to the challenge effortlessly by borrowing **Power Flow Venting** features from Rudy Project's award-winning **Tralyx** sunglass. Additionally, the **Sintryx** uses a brand new adjustable **Ergonose XI nose piece**, coinjectured with 2 different polymers for

increased grip and comfort, allowing for a fog free fit. Longtime fans of Rudy Project will also recognize the **fully adjustable temple tips that allow for almost any configuration and fit**, plus increased **helmet compatibility with adaptive tips** – the flexible temple arm ends are designed to flex when the sunglass is placed in Rudy Project's proprietary helmet Eyewear Garage and avoid scalp injury.

“The Sintryx is my new favorite sunglass,” said Heather Jackson, who in 2016 was the first American woman to stand atop the IRONMAN® World Championship podium in over a decade. “It’s light, comfortable, and the wraparound coverage is outstanding – I can run for hours in the Arizona sun without feeling any strain on my eyes.”

The **Sintryx** also comes loaded with a whole new line of lens options – Rudy Project's **Polar3Fx** technology gets a boost from a newly incorporated HDR (high dynamic range) filter and a brand new coating aimed at making the lenses more **smudge-resistant and immune to UV degradation**, with hydrophobic features that force water to bead on the lens surface to make cleaning quick and easy. The **Polar 3FX HDR lenses** are engineered to maximize wearer safety by improving color recognition and enhancing contrast while filtering glare from car headlights, sun rays, and refracted light from wet or shiny surfaces such as water, snow, and asphalt. The new Polar3FX HDR line is available in four mirrored colors: **Multilaser Red, Multilaser**



Triathlete Heather Jackson Photo Credit: Wattie Ink

**Orange, Multilaser Green, and Laser Grey.** Compatible frames include the new **Sintryx**, the popular **Fotonyk**, and Rudy Project's flagship **Rydon**. Wearers will be able to swap effortlessly from RP Optics to ImpactX photochromic to Polar3FX HDR lenses using the lens release system, making the Sintryx ideal for the true multisport athlete seeking a versatile and functional sunglass.

Always at the cutting edge of optical science and technology, the Sintryx is also available with Rudy Project's **unbreakable ImpactX-2 photochromic lenses**, including **ImpactX-2 Clear to Racing Red**, ideal for cyclists and shooters looking for a versatile lens with sharp visual acuity and enhanced contrast. The frame is fully Rxable, offering Direct In Frame prescription with Freeform Tek and Freeform Sport digital lens technology. The Sintryx is also compatible with a newly designed prescription Optical Insert that fits securely behind plano lenses, perfect for athletes on a budget or looking for the flexibility to switch between the Rx insert and contact lenses.

Like all Rudy Project sunglasses, the Sintryx is covered by an unbeatable **3 Year Frame Warranty** and industry-leading **Replacement Lens Guarantee**. That means consumers can opt to replace scratched lenses for a nominal processing fee, no questions asked.



The **Sintryx's** many lens and frame configurations can be found at [www.e-rudy.com](http://www.e-rudy.com), and retail for \$224.99-\$299.99 depending on lens choice. Pick up a pair today online or at any authorized Rudy Project dealer in North America.

#### **About Rudy Project**

Italian Crafted Sunglasses, Helmets, Goggles, + Rx/Prescription Eyewear Since 1985 • 7-Time #1 Most-Worn Aero / TT Helmet at IRONMAN® World Championships • Unbeatable Replacement Lens Guarantee • [www.e-rudy.com](http://www.e-rudy.com)

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