



Don't lose sight of the finish line with Rudy Project

2011 will see Rudy Project as the Official Eyewear of the Elite Energy Triathlon series, bringing you closer to outstanding excellence in athletic eyewear solutions and helping you stay focused with Europe's leading sports eyewear company.

For more than 25 years Rudy Project has been committed to technological innovations offering unique solutions for both elite athletes, and weekend warriors. The unquestionable excellence of the Rudy Project range is attributed to the continuous pursuit of innovation in research, design, and manufacture.

Rudy Project eyewear uses state-of-the-art materials to offer you optimum performance, resistance, and weight affectivity. The range is totally adjustable to assure you a perfect fit and to offer total comfort, with a wide range of lenses to guarantee the best optical solution in any light condition. Selected Rudy Project models offer full optic compatibility ensuring trouble-free prescription lens fitment.

When it comes to safety, Rudy have got you covered. The advanced technology of the ImpactX™ lens guarantees against breakage or cracks. Made from unyielding polymer materials and with semi-rigid molecular properties, ImpactX™ represents the very best solution for competitors and athletes in the event of contact, falls or collision.

A rigorous program of experimentation and testing, and a focus on creating and nurturing interactive relationships with athletes globally has ensured Rudy Project is a name synonymous with success and achievement.

Rudy Project eyewear is born from passion. A passion for design, a passion for process, and a passion for winning. The result is astonishing. A merger of form and function, of aesthetics and materials. See for yourself and join the global Rudy Project team athlete team.

**As a special offer for all competitors in the
2011 Elite Energy Triathlon series Rudy Project is offering
20% off any online purchase*.**

Simply visit : www.rudyproject.com.au and enter the code Elite2011 at the checkout.

*Excludes products in the 'specials' category. Valid from 01 Nov 2011 through to 20 Dec 2011 only.