



**CARRERA at EUROBIKE 2007, the international trade show dedicated to cycling**

## **CARRERA LAUNCHES NEW CYCLE PROGRAM**

**The cycling helmets and glasses collection has been renewed:  
a winning and innovative product line for fans of bicycles**

Padua, 28th of August 2007 – CARRERA, the Safilo Group sports brand, will take part in EUROBIKE, the largest international trade show dedicated to the world of cycling (Friedrichshafen, Germany, 30 August – 2 September).

During this important international showcase CARRERA will present the new cycle program: a complete and innovative line of technical cycling helmets and glasses, designed and made specifically for two-wheel fans to assure maximum comfort and total safety during both competitions and leisure time.

The new CARRERA cycling helmets are the result of careful research in the most innovative materials and the most advanced construction technologies in order to allow the athlete to concentrate on performance in full safety and comfort.

All the CARRERA helmets are constructed using “**in-moulding**” **technology**, an innovative construction system whereby the polystyrene interior is moulded to the polyethylene exterior, for total helmet stability.

CARRERA research has brought forth **an exclusive helmet adjustment system**. The top-of-the-range technical helmets feature an innovative adjustment system which allows widening, tightening, raising or lowering of the helmet to always ensure perfect fit for the rider.

The CARRERA helmets have **vents** over the entire surface, which have been carefully studied for each model to assure air passage at low speeds and maximum comfort at high speeds.

Finally, the **chin strap** is of fundamental importance for safety. In order to perfectly perform its protective function, the straps of the CARRERA technical cycling helmets are firmly secured to the helmet. For the top-of-the-range helmets CARRERA uses the innovative “in-moulding” technology to perfectly integrate the strap in the helmet and allow the rider to adjust the strap length for an exact fit.

CARRERA offers also a wide range of **high-performance technical glasses**, the result of careful research that has led to the development of advanced technical solutions and the use of the most innovative materials.

Latest-generation technology, technical features of superior quality and an ultra modern design best describe the new CARRERA technical cycling glasses. Starting with the lenses, these glasses have been developed to give each model a particularly aerodynamic design, maximum protection and high durability.

The quality of the CARRERA technical helmets and glasses is guaranteed by the experience of Safilo Group.

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