



OAKLEY® OFFICIAL PARTNER OF THE LEGENDARY PARIS-ROUBAIX RACE

Oakley continues its commitment and official partnership with the legendary Paris-Roubaix cycling race, also known as ‘the Hell of the North’.

World-renowned for its incorrigible cobblestones, only the strongest, bravest and luckiest survive the 280 km and endless hours of racing. Winning the Paris-Roubaix puts the winner in the legendary roll of the sport’s immortals. The Oakley teams and individual riders will benefit from the latest visual equipment technology.

The brand, a leader in innovation and technology, will support Oakley cyclists as they challenge themselves on some of the most challenging cobblestones in France. The glasses are used by top athletes competing in the Paris-Roubaix race such as the Soudal Quick-Step, Jumbo-Visma and Alpecin-Deceuninck teams.

The brand will showcase its new generation of sports performance eyewear with the new Encoder Strike model, designed to push the limits.

Oakley will take this opportunity to celebrate its latest “*More Than Two Wheels*” cycling-themed advertising campaign, affirming that cycling is not just a sport on two wheels, but a catalyst for human strength, power and freedom that empowers riders to explore an infinite number of trails and paths. Oakley is committed to providing the Oakley cyclists who compete in this famous race with the best possible protection thanks to eyewear that provides clarity, protection and performance. This will allow the racers to focus on the technical aspects and difficult conditions of the race.

Oakley is proud to equip its incredible athletes with its innovative eyewear. The Bike 2023 collection offers the latest technology to help athletes perform. All of the brand’s models feature Prizm lenses, Oakley’s revolutionary lens technology that dramatically improves detail for increased performance. Designed for specific environments, this technology permits ultra-precise color perception.