



## **OAKLEY® WELCOMES PROFESSIONAL CYCLIST CORY WILLIAMS TO TEAM OAKLEY**

*Disrupting the sport and inspiring others to do the same, Williams' mission is to grow the cycling community by proving it is a sport for all*

**May 17, 2021, Foothill Ranch, California** – Today, Oakley®, a leader in sport performance and optical innovation, announces a new partnership with Cory Williams – the superstar cyclist who is showing the sports-community what it means to be a world class athlete fueled by passion, style and speed. With the signing of Williams, Oakley reinforces the brand's heritage in and commitment to cycling.

Growing up, Williams had a love affair with cycling that grew into a successful professional career; he is now one of the best competitors on the scene. In 2019, he co-founded a professional cycling team with the goal to shatter records and grow the sport. Two years later, Williams continues to disrupt the crit scene with an unwavering desire to inspire his community to get outside and ride.

"My goal is to introduce as many people as I can to the sport. Cycling has always been there for me and will continue to be an outlet for people everywhere; I hope to inspire as many people as I can to get out there on a bike," says Cory Williams. "Oakley recognizes my goals as a competitor and the brand's support in continuing to lead my community and grow the sport is the beginning of a great partnership."

Williams embodies Oakley's "Be Who You Are" mantra, not just as one of the best riders in the cycling world, but by staying true to himself, continuing to break through barriers, and re-shaping the future of his sport. Williams now joins an elite roster of Team Oakley athletes, including Francisco Lindor, Lamar Jackson, Patrick Mahomes II, Damian Lillard and more.

"Cory is not only one of the best cyclists in the world, but also a leader who stays true to his values, as he betters the community around him," said Caio Amato, Oakley Global Brand Director. "He drives positive change, and that's the type of dynamic energy we look for in our athletes. We're honored to welcome Cory to our team so that we can collaborate, innovate and shape a better future for athletes everywhere."

As part of his partnership with Oakley, Williams will continue to rely on the brand's products and technologies – supporting his record-breaking races and off the bike style. He will wear a range of performance and lifestyle eyewear including Oakley Kato™, Encoder™, Sutro and more. The eyewear is equipped with Oakley's Prizm™ Lens Technology, designed to enhance color and contrast providing ultra-precise color tuning to see more detail in the environments around you.

Oakley develops products and technologies designed to meet the performance demands of the world's best athletes, and then makes those same innovations available for athletes of all levels.



For more information on Oakley's cycling and lifestyle collections, Prizm technology and Team Oakley, please visit: [Oakley.com](https://www.oakley.com).

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**About Oakley, Inc.**

Established in 1975 and headquartered in Southern California, Oakley is one of the leading product design and sport performance brands in the world. The holder of more than 900 patents, Oakley is a culture of creators, inventors, idealists and scientists obsessed with using design and innovation to create products and experiences that inspire greatness. This philosophy has made Oakley one of the most iconic and inimitable brands on the market, with products that world-class athletes around the globe depend on to compete at the highest level possible. Oakley is known for its High Definition Optics®, which features unparalleled optical clarity and precision along with impact resistance and UV protection, incorporated into all of the brand's sun, prescription eyewear and premium goggles. Oakley extended its position as one of the world's leading sports eyewear brand into apparel and accessories. Oakley has men's and women's product lines that appeal to Sports Performance, Active and Lifestyle consumers. Oakley is a subsidiary of Luxottica Group. Additional information is available at [www.oakley.com](https://www.oakley.com).

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