



Smith Signs Formula One Driver Carlos Sainz as Brand Ambassador

PORTLAND, OR – January 26, 2017 – Drafting off a half century of athletic achievement in the action sports world, Smith, the international eyewear and helmet brand, announced today the signing of Spanish professional Formula One driver Carlos Sainz as athlete and brand ambassador. Sainz, who races for Scuderia Toro Rosso, will bring the same passion and dedication to Smith as he does to competing on the track and pursuing the 2017 FIA Formula One World Championship™ calendar.

“We have been providing superior vision and safety through our market leading eyewear and helmets for more than 50 years, said Thorsten Brandt, General Manager of Safilo’s sports and outdoor lifestyle brands. “It’s important for us at Smith to align ourselves with athletes that embody our core values of living life beyond walls. In Carlos, we see ourselves as members of a global community of passionate people living life to the fullest, whether on the track or through our own pursuits.”

The charismatic 22-year-old with signature eyes and enchanting smile that makes his living as a driver on the track, is often found cycling, participating in water & snow sports, and training and competing in triathlon in the off-season. Sainz personifies Smith’s way of living life beyond walls, and has chosen the classic Lowdown sunglasses as his signature frame model.

“In Smith, I have found a partner that matches my dedication to fuse sport style, athleticism, and passion in everything I do.” said Carlos Sainz “In every conversation with the product team at Smith, I felt a shared enthusiasm for embracing life and sport. The style and substance of the Lowdown with its ChromaPop™ lens technology perfectly complements who I am.”

Expect to see Sainz wearing the Smith Lowdown sunglasses with the brand’s proprietary ChromaPop™ lens technology as he crosses the globe during the 2017 Formula One season beginning March 26 at the Australia Grand Prix.

To follow along on the consumer journey to reveal the Smith partnership to Sainz’s fans and see how the Smith family welcomes Carlos Sainz to the team, please visit smithoptics.com/blog or follow @smithoptics via social media outlets. To catch more of Sainz, follow @carlosainz on Instagram and Twitter.

About Smith:

Originating from Sun Valley, Idaho, Smith was founded in 1965 with the invention of the first snow goggle featuring a sealed thermal lens and breathable vent foam. With 50 years of innovation and design experience, Smith is widely known today as an industry leader that pioneers advanced eyewear and helmets that incorporate dynamic technologies, optimized performance and clean styling to fuel fun beyond walls. Smith seeks to power thrilling experiences in snow, surf, bike, fish and peak performance outdoor adventures with a comprehensive collection that exudes modern style and vibrant personality. To Smith, the experience is everything. Smith is part of Safilo Group. Additional information is available at smithoptics.com.

About Safilo Group

SMITH

Safilo Group is the fully integrated Italian eyewear creator and worldwide distributor of quality and trust, leader in the premium sector for sunglasses, optical frames and sports eyewear. Design inspired and brand driven, Safilo translates extraordinary design into excellent products created thanks to superior craftsmanship expertise dating back to 1878. With an extensive wholly owned global distribution network in 39 countries – in North and Latin America, Europe, Middle East and Africa, and Asia Pacific and China – Safilo is committed to quality distribution of its products all around the world. Safilo's portfolio encompasses Carrera, Polaroid, Smith, Safilo, Oxydo, Dior, Dior Homme, Fendi, Banana Republic, Bobbi Brown, BOSS, BOSS Orange, Céline, Elie Saab, Fossil, Givenchy, havaianas, Jack Spade, Jimmy Choo, Juicy Couture, kate spade new york, Liz Claiborne, Marc Jacobs, Max Mara, Max&Co., Pierre Cardin, Saks Fifth Avenue, Swatch, and Tommy Hilfiger.

Listed on the Italian Stock Exchange (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI), in 2015 Safilo recorded net revenues for Euro 1,279 million.

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