

PUT ON YOUR LEGENDARY



LANDSCAPE



RISING COSTS



INCREASED
PROFESSIONAL
CYCLING
POPULARITY



GREATER FOCUS
ON HEALTH

AUDIENCE

- **24-46 Year old** males and females who have begun **cycling** as the main form of commute
- Prioritize **health over comfort**, choosing to bike to work rather than drive and pack a lunch over fast food
- Consumer **pro cycling content** to mimic the training and routines of the best
- Looking for equipment to **enhance their cycling experience**



A close-up photograph of a smiling man with blonde hair, wearing dark sunglasses and a yellow cycling jersey with red and blue accents. He is giving a thumbs-up gesture with his right hand. The background is blurred, suggesting an outdoor cycling environment.

35%

Of all cyclists purchase
eyewear after getting into
cycling

PUT ON YOUR LEGENDARY

Oakley lets them put their legendary on

Oakley invests in **legendary people everywhere**, not just their pro cyclists, so whether it's the legendary mom, legendary dad, legendary commuter, legendary office worker, or **legendary anyone**.

