

PUT ON YOUR LEGENDARY



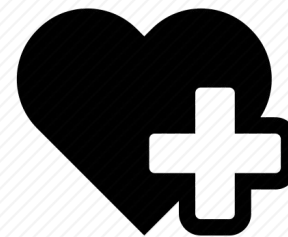
# LANDSCAPE



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**





# 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**.

