

## FSA, VISION, AND EVERYSIGHT ANNOUNCE CYCLING GLOBAL CO-MARKETING INITIATIVE

*FSA, Vision and Everysight Join Forces to Create Consumer Experiences at Cycling's Biggest Events to Showcase Cutting-Edge Technology*

Busnago (Italy), 6<sup>th</sup> April - [Full Speed Ahead \(FSA\)](#), producer of world class bicycle components for road cycling and mountain biking, [Vision](#), a cycling company synonymous with a no-expense spared assault on wind resistance, have entered into a promotional agreement with [Everysight](#), makers of [Raptor AR Smartglasses \(Raptor\)](#), the first consumer-focused augmented reality smartglasses for cyclists, triathletes, and early adopters. Everysight, FSA, and Vision are creating a consumer experience to showcase their cutting-edge products such as Raptor at the year's biggest races and industry trade shows worldwide.

*"For years FSA and Vision have pushed the cycling world through their innovations and design, from world class road and mountain bicycling components to slippery-fast aero products. These two companies are perfect partners for us to take on the road, visiting the biggest trade shows and cycling events and provide fans with a cutting-edge experience that blends design with innovation," said Lance Berks, VP of Marketing, Everysight.*

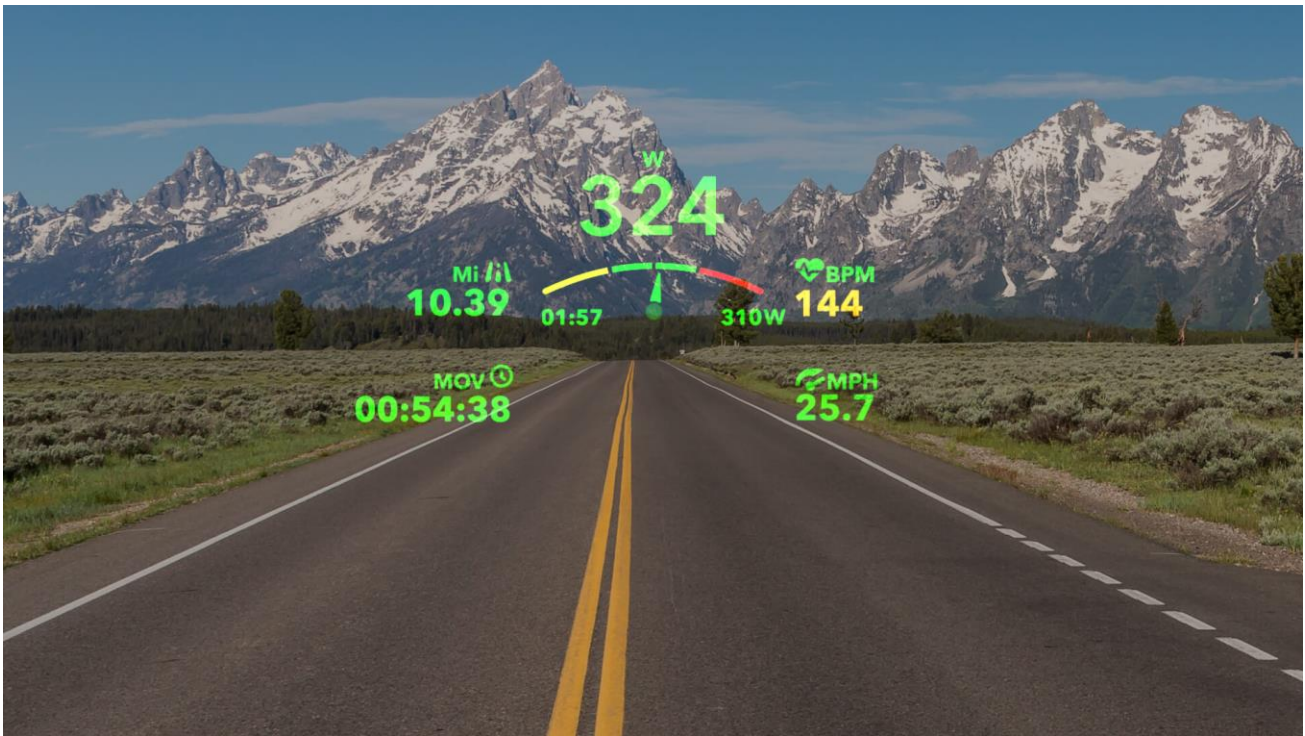


*"We don't simply sponsor world-class teams and athletes, we work extremely closely with other cycling brands and not, and their expertise and feedback help us develop the next range of products. In order to unite the different needs and make the product as universal as possible, we are looking forward to starting this new collaboration with a visionary brand like Everysight"* explained Claudio Marra, vice president and global marketing manager of Full Speed Ahead.

FSA, Vision and Everysight will have adjunct booths that allow show attendees to test out the latest innovations in bicycle components, wind resistance and augmented reality. Everysight will allow anyone to bring their bicycle and take a test spin wearing their Raptor, which provide riders with the real-time information they need to become faster, fitter, and more efficient. Based on the event, specific activities will be organized in order to give consumers an immersive experience with FSA and Vision best sellers and top-of-the-line products.

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### EVENT SCHEDULE

- GranFondo Firenze De Rosa – April 14-15, 2018, Florence, Italy
- Sea Otter Classic – April 19-22, 2018 Monterey, California, USA
- Bike Festival – April 28 – May 1, Riva del Garda, Italy
- 9 Colli – May 17-20, Cesenatico, Italy
- Etap Du Tour – July 8, 2018, Le Grand Bornand, France
- Eurobike – July 8-10, 2018, Friedrichshafen, Germany



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## About FSA

Full Speed Ahead (FSA) produces world class bicycle components for road cycling and mountain biking and support many of the world's leading road and mountain bike teams.

Their history and heritage in the sport alongside innovation, design and manufacturing is important, they constantly invest in the product range, ensuring the very best components for both professional and enthusiast riders alike.

FSA work extremely closely with teams and use their expertise and feedback to help develop the next range of products. This, combined with passion, commitment to innovative design, research and development and materials/manufacturing processes ensures they deliver technically superior components that provide the ultimate performance that riders demand, and all at a competitive price.

## About Vision

Since its birth in Kona in the '90s, Vision has been synonymous with a no-expense spared assault on wind resistance.

Recent years have seen the innovative application of carbon fiber and the creation of dream-like shapes to enhance performance. Vision is the brand to beat, leading the way in time trials and triathlon by creating super-fast aero products with proper fit adjustment that allow the rider to push their limits in race conditions. Vision continually refine, test and innovate in the quest for speed, with industry-leading products throughout the range.

## About EverySight

EverySight is revolutionizing the way the world experiences information, right before your eyes. Cyclists are just the beginning. Watch this space.

EverySight's heritage stems from Elbit Systems, the international market leader in helmet-mounted displays. Our team has 25+ years of experience developing AR products for fighter jet pilots, and today is dedicated to revolutionizing the way you experience the world.

EverySight brings the fighter jet pilot AR experience to regular consumers at a reasonable price, with an exclusive slim, streamlined design and advanced BEAM™ projection technology for convenient daily use - used and approved by people everywhere.

For more details for more event details and to register for demo rides visit <https://everysight.com/events>.

- **EVERYSIGHT:** [www.everysight.com](http://www.everysight.com), [Facebook at @everysight](#), [Twitter at @goEverySight](#), [Instagram](#) and [YouTube at EverySight](#).

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*Vision*

METROPOLIS

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- VISION: [www.visiontechusa.com](http://www.visiontechusa.com), Facebook, [Instagram](#) and [YouTube](#).

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