

DRIVING LENSES THAT GIVE MOTORISTS AN EDGE IN ALL DRIVING CONDITIONS

And smart ways to sell them.

ACCORDING TO THE National Highway Traffic Safety Administration, the critical reason attributed to 50 percent of car crashes is slick roads. Glare is the second reason, accounting for 17 percent of environment-related crashes. Bob Alexander, senior manager of Technical Training at HOYA, believes a polarized sun lens is a good option for driving during daylight hours. "There needs to be a good usable area in the lens and for that you could use a single vision lens for high prescriptions or a lifestyle option of a progressive lens for different situations," he says. Lens manufacturers offer driving-specific lenses that come in glass, photochromic, or have a special coating.



WILEY X DRIVING GLASSES

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Digiforce Road and Trail prescription lens is designed to provide a seamless viewing experience between objects on the road and gauges on the dashboard.

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