



## [Finally Sports Performance Eyewear For Women -Liberty Chopper 2](#)

April 27, 2010 – 4:30 pm

**Liberty Sport Launches Chopper 2 with MagTraxion Technology™** Liberty Sport is proud to announce the *Chopper 2*, the newest Sun Performance style to utilize its patented MagTraxion™ technology. The frame, which comes with removable MagTraxion™ eyecups, is designed to increase the value given to the end user. The unique magnetic eyecups can be worn when riding in a vehicle, such as a motorcycle, to keep out dirt and debris, but can also be quickly removed when there is a desire to change to a fashionable sport sunglass; this gives the consumer two frames for the price of one. As with all Liberty Sport Sun Performance frames, the *Chopper 2* is Rx'able, and features a pierced temple design, allowing for airflow but screening out debris. The raised eye-rim back lip provides additional lens retention and protection, while the eight-base premium Ultimate Driver sun lenses impart a fashionable, high-end look.



Chopper 2 In Plum For Women

“Over the past two years, Liberty Sport has experienced tremendous sales growth through our Rx'able Performance Suns” states Anthony DiChiara, President of Liberty Sport. “Retailers are beginning to understand the importance of selling performance sunglasses as an add-on sales opportunity. Since our product line is 100% Rx'able, we're a convenient resource to turn to, especially for the expansive Motorcyclist market.”

The *Chopper 2* is a smaller (57mm) eye size version of Liberty Sport's top selling *Chopper* sunglass. The Chopper 2 is currently available in four colors: matte black, shiny grey, plum and tortoise with sky-blue accenting.

Linda Laube VP of Marketing explains, “We continue to get requests for smaller fitting frames and colors just for women. Luckily, this top selling sunglass was an easy adaptation to fit both requests. I just love the plum color and the tortoise layered with sky-blue; the frames are sporty, yet the colors are still feminine. This is just the first of multiple styles in development targeted to women.”

MagTraxion Technology™ is a unique magnetic system combining skillful engineering and contemporary style. Magnets embedded in the frame and in the eyecup allow for the quick removal yet firm adhesion of the eyecup. In a snap, you can go from a fashion sunglass to a high performance sun protection goggle in seconds. It's like getting two sunglasses for the price of one!

Liberty Sport Performance Suns are all Rx'able and available at leading independent eye care professionals and leading optical chains. To get more information and the complete assortment of protective sport eyewear and performance sunwear from Liberty Sport, visit [www.libertysport.com](http://www.libertysport.com)