



www.carreraworld.com

THE TWO CARRERA SOULS UNITE IN THE NEW WEBSITE

Padua, November, 2008 – The new Carrera website is online with the complete range of sunglasses, optical frames, helmets and ski goggles, all produced and distributed by the Safilo Group. www.carreraworld.com is the new address of the Carrera website, which has been completely revamped to bring it closer than ever to the many fans of the brand.

The new website perfectly reflects the dual soul of CARRERA: **the sports soul**, always projected towards a winning performance and the **fashion soul**, where innovative design and cutting-edge technology are essential requisites.

The passages from one section to the other are fluid and seamless, created with dynamic graphic effects that make navigation enjoyable and intriguing.

From the home page, you can access the institutional themes such as the section devoted to **"HISTORY"** that tells the story of the development and legacy of the **CARRERA** brand in time and throughout the world. The **"INNOVATION"** section is where you can find the latest developments in design and technology.

The new **CARRERA** website is divided into two main sections, one devoted to **"SPORTS"** featuring the helmets, ski goggles and sports eyewear and the other focuses on **"LIFESTYLE"** with optical frames and sunglasses. In each section you can find information and images of the new collections, the technical features, the advertising campaigns and the most important dates of fairs, events, and competitions.

An important new feature is **"COMMUNITY"**, an interactive space for users divided into theme areas, where information can be exchanged about the **CARRERA** world with other users of the website.

Also, the **"finder"** tool enables the user to find his or her ideal eyewear, mask or helmet in the fashion and sports collections by means of a guided personal selection.

In addition the website is available in both Italian and English, but soon other languages will be added to make the **CARRERA** brand more and more accessible.

To enter the **CARRERA** world, just click on www.carreraworld.com

The CARRERA collection of sunglasses, optical frames, helmets and ski masks are produced and distributed by the Safilo Group.

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