

## **100% Speedcraft Air and Frederik Van Lierde Win at Ironman France, Nice**

*A First Ironman Victory for Speedcraft Air, and a 5th for Van Lierde*

(San Diego, CA — June 27, 2018) - 100% is proud to announce that in addition to Peter Sagan's 2018 road-cycling successes, Frederik Van Lierde has brought home an Ironman win for the revolutionary performance sunglasses, the [Speedcraft Air](#).

PHOTOS: <https://drive.google.com/open?id=1Xekrc1a9EHbWiX6hn5gAJtk3554UoogZ>

Van Lierde wore the Speedcraft Air during his impressive run, where he overtook Cameron Wurf and crossed the line first. "As you've seen I played my cards on the run, from the start I had a really good feeling," Van Lierde said. "My first half marathon in 1:19 was great, the controlled and increased nose breathing made me feel very peaceful and in control. It definitely made a difference, I knew I could hold a fast pace until the finish."

The Speedcraft Air, which aided Van Lierde in his 11 minute victory, was co-developed by Ludo Boinnard, CEO of 100% and Jim Castillo, Founder of AC Systems. It is the only eyewear in the world to feature the patented AC Systems breathing technology. The Speedcraft Air comes with magnetic nose stickers to secure and properly operate the system. The nasal dilator is adjusted by rotating a small dial in the center of the lens, and the magnetic arms can be opened or closed to control nasal dilation throughout a run or ride.

The advantages of variable nasal dilation are significant. Among other benefits, nose breathing filters, humidifies, and temperature controls the air you breathe better than mouth breathing. "When you breathe in and out of your mouth you're flooding your lungs with air and you also dehydrate — that's not a good thing," Castillo said. "The Speedcraft Air aides in *correct* breathing, not necessarily more breathing and definitely not harder breathing."

Van Lierde, who started to use the Speedcraft Air only a month ago in his altitude training, now has his eyes set on returning strong this year to Kona. He also has plans to do further testing with his training team and get hard facts about the Speedcraft Air breathing benefits he has recently experienced.

Sincerely,  
Matthew // Mark

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### **ADDITIONAL DETAILS on SPEEDCRAFT AIR:**

LINK: <http://www.ride100percent.com/cycling/sunglasses/speedcraft-air-biking-sunglasses.html>

LINK: <http://www.ride100percent.com/cycle/techsheets/speedcraft-air/>

ASSETS: <https://www.dropbox.com/sh/6osawm0notqd94g/AAA8EUy-hBcNLLCHWACcXkYWa?dl=0>

VIDEO: <https://youtu.be/tD-qYB0N-AY>

PELTON Test of Speedcraft Air:

<https://pelotonmagazine.com/video/is-nose-breathing-for-real-sagan-and-100-speedcraft-air/>

### **PRICING:**

Speedcraft Air: \$325 USD

Speedcraft Air Refill Kits (10 Towelettes, 20 Nose Stickers): \$15 USD

### **About Speedcraft Air**

#### Speedcraft Air

- Patented AC Systems breathing technology.
- Magnetic Nose Stickers to lock in frame + activate nasal dilation system.
- Interchangeable, 2mm-thick, six-base cylindrically cut HiPER lenses with:
  - Increased contrast, amped up colors and enhanced details.
  - Unobstructed, 360 degree visibility.
  - Anti-reflective interior surface coating.
  - HYDROILO hydroleophobic exterior surface coating.
  - 100% UV Protection (UVA, UVB and UVC).
- Ultra-grip rubber coated Nose Pads & Temple Arms for superior fit and comfort.
- TR90 frame design creates enhanced space between lens and face to increase airflow and prevent fogging.

### **About 100%**

The 100% brand has become the badge of honor of a new generation of athletes who ask themselves "How much effort do you give?®".

Based in San Diego, California, 100% produces a collection of Premium Performance Eyewear, Protections & Sportswear designed specifically for today's demanding racers.

**100%. The Spirit Of Racing®.** [ride100percent.com](http://ride100percent.com)