

2004 CATALOG



STYLE. SUBSTANCE. SERENGETI.

SUBSTANCE IS BACK IN STYLE.

What others see is style. They see the most attractive lens colors in the world. They see hand crafted frames made from only the finest materials. They see sunglasses that look good on the road or on the runway.

But what you see is substance. You see a patented Spectral Control® System that fine-tunes your vision. You see unsurpassed polarization and photochromic technology. You see the world better than you ever have before.

And where style and substance meet, you find Serengeti®. Clearly the choice to complement your look. Clearly the most technologically advanced. Clearly the world's best.

- 4 – PolarMax™ Lens Group
- 8 – Strata® Lens Group
- 16 – Drivers®/Drivers® Gradient Lens Group
- 24 – 555nm® Lens Group
- 30 – Sedona™ Lens Group



Actress Peta Wilson
Friday, July 25 5:17 p.m.
Mulholland Drive
Los Angeles, California
Serengeti Vedit

THE UNSEEN SCIENCE OF SERENGETI™

The technology in every Serengeti® lens puts you on a road to the highest standard.

A road where your eyes are free from strain and fatigue. Where everything is sharp and crystal clear.

Where style and substance combine to give you the best vision in the world.

Welcome to the Unseen Science of Serengeti™.



Serengeti's patented Spectral Control® filters selectively block and filter light wavelengths, helping fine-tune your vision.



Without Serengeti Drivers Lens



With Serengeti Drivers Lens



SCRATCH RESISTANT OPTICAL GLASS

Made from distortion-free, precision ground and polished optical glass, Serengeti lenses are chemically tempered for strength. In fact, every lens is drop ball tested with a steel ball to ensure maximum impact resistance. With proper care, our lenses can last a lifetime.

ELIMINATE GLARE WITH POLARIZATION

When normal, parallel rays of light bounce off any reflective surface they produce glare. Serengeti's polarizing film works like microscopic Venetian blinds to "organize" the light, eliminate glare and reduce eye fatigue. Available with Strata® and PolarMax™.

THE DYNAMIC LENS THAT WORKS WITH YOUR EYES

Serengeti's patented Spectral Control® System is a dynamic "smart" lens technology that works with your eyes to provide the ultimate in comfort and clarity in any situation. Once you experience the superior contrast and high definition, you'll never go back. Only from Serengeti.

CONSTANTLY ADJUSTING PHOTOCROMIC LENSES
Serengeti's exclusive photochromic lenses automatically darken in bright sunlight for superior definition and lighten in overcast conditions for needed contrast. And since the technology is engineered into the glass, it will never wear off or out.

POLARMAX™
Superior polarization. Anti-reflective. Photochromic properties. All contained within an ultra-lightweight, polycarbonate lens. New from Serengeti and available in PolarMax Drivers® and PolarMax CPG™ (cool photo grey) lens colors.

PREMIUM UV PROTECTION
Serengeti lenses block virtually 100% of UVA and UVB rays, exceeding all government and commercial standards. Our lenses also feature an anti-reflective coating on the reverse side to block glare and back reflections.

**ELIMINATE BLUE BLUR
ELIMINATE EYE FATIGUE**
Blue light waves are responsible for "veiling glare" as they scatter off dust and moisture particles in the air. Serengeti lenses block and filter 95% of blue light, virtually eliminating "blue blur" and the eye strain and fatigue it can cause.

AWARD WINNING FRAMES
Fashioned from only the finest materials in the world and designed with the wearer's facial features in mind, Serengeti frames define eyewear innovation and style. And last, but certainly not least, every surface of each frame is hand-finished and hand-polished.

THE LIGHTER ALTERNATIVE

They said it couldn't be done. A lightweight alternative to glass that doesn't sacrifice our premium lens technology. Meet PolarMax™, a patented polycarbonate lens with photochromic properties, superior polarization and premium anti-glare coatings. Available in PolarMax Drivers® and PolarMax CPG™ (cool photo grey) lens colors. Only from Serengeti®.

Polycarbonate lens material is virtually shatterproof, ultra-lightweight and 20 times more impact resistant than glass.

Photochromic lenses automatically darken and lighten for superior definition and needed contrast.

Polarizing film eliminates glare and reduces eye fatigue by organizing how the light comes through the lens.

Actor/Director Luke Wilson
Wednesday, Oct. 22 3:42 p.m.
On the set of
The Wendell Baker Story
Austin, Texas
Serengeti Alto



17%
Light transmittance
lightened state



9%
Light transmittance
darkened state



Stratus Titanium
Base Curve: 8
Temple Length: 130mm
Lens Size: 56 x 34.2 x 57mm, DBL 18mm
*6844: Henna with PolarMax Drivers



Alto
Base Curve: 8
Temple Length: 130mm/Spring Hinges
Lens Size: 57 x 34 x 57mm, DBL 18mm
*6842: Henna with PolarMax Drivers



Cirro
Base Curve: 8
Temple Length: 130mm
Lens Size: 57 x 35.8 x 62mm, DBL 14mm
*6840: Tortoise with PolarMax Drivers

17%
Light transmittance
lightened state



9%
Light transmittance
darkened state



Cirro
Base Curve: 8
Temple Length: 130mm
Lens Size: 57 x 35.8 x 62mm, DBL 14mm
*6841: Shiny Black with PolarMax CPG



Alto
Base Curve: 8
Temple Length: 130mm/Spring Hinges
Lens Size: 57 x 34 x 57mm, DBL 18mm
*6843: Gunmetal with PolarMax CPG



Stratus Titanium
Base Curve: 8
Temple Length: 130mm
Lens Size: 56 x 34.2 x 57mm, DBL 18mm
*6845: Gunmetal with PolarMax CPG

STRATA®

THE FINEST LENS
THE WORLD HAS EVER SEEN

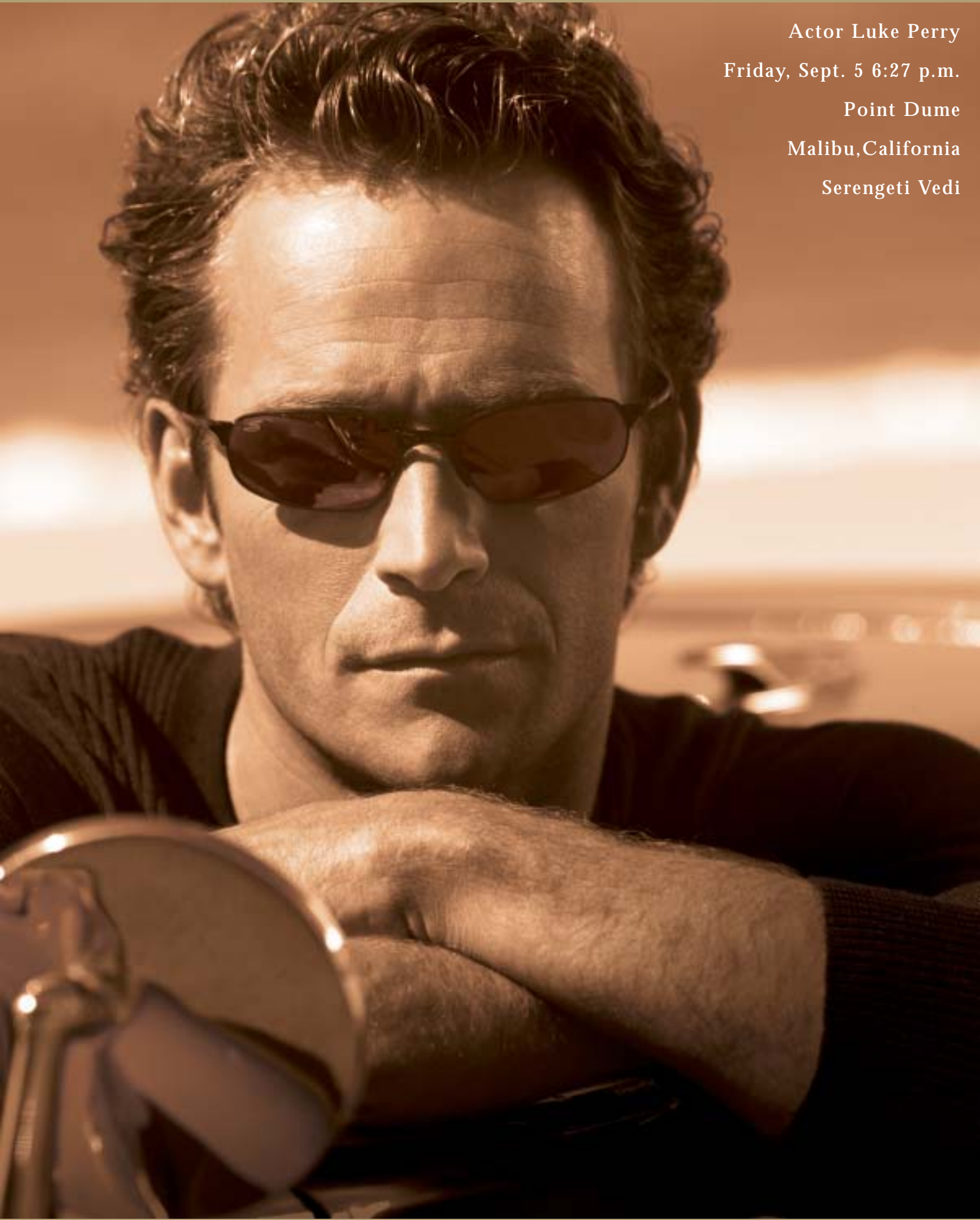
The premier Strata® lens combines Serengeti®'s patented Spectral Control® System with optically precise polarization. Now the glare and haze of boating and water activities is a distant memory. This superior polarized technology is available in our popular gray/green 555nm® lens and the classic Drivers® lens.



Serengeti uses only the most optically correct and technically efficient polarizing film available.

Polarizing film is placed between two layers of glass, so it won't wear off or out.

Actor Luke Perry
Friday, Sept. 5 6:27 p.m.
Point Dume
Malibu, California
Serengeti Vedit





Andros
Base Curve: 6
Temple Length: 130mm/Spring Hinges
Lens Size: 55 x 33 x 58mm, DBL 15mm
*6810: Tortoise
6811: Shiny Black



Turro
Base Curve: 8
Temple Length: 125mm/Spring Hinges
Lens Size: 62 x 34.5 x 63mm, DBL 16mm
*6814: Shiny Black
6809: Tortoise



Padova
Base Curve: 8
Temple Length: 135mm/Spring Hinges
Lens Size: 56 x 31.3 x 57.6mm, DBL 17.3mm
*6829 Henna



Pisa
Base Curve: 8
Temple Length: 125mm
Lens Size: 62 x 35 x 64mm, DBL 16mm
*6823: Shiny Black



Vedi
Base Curve: 8
Temple Length: 125mm/Spring Hinges
Lens Size: 57 x 33.75 x 59.3mm, DBL 18mm
*6821 Henna



Monza
Base Curve: 8
Temple Length: 124mm, Spring Hinges
Lens Size: 56 x 21 x 32.7mm, DBL 19mm
*6818: Henna



Imola
Base Curve: 8
Temple Length: 125mm/Spring Hinges
Lens Size: 56 x 33.5 x 57.9mm, DBL 19mm
*6833 Henna



Bromo
Base Curve: 8
Temple Length: 115mm
Lens Size: 57.5 x 32.6 x 57.8mm, DBL 17mm
*6839 Shiny Black

18%
Light transmittance
lightened state



10%
Light transmittance
darkened state

STRATA® - DRIVERS® POLARIZED



Lucca
Base Curve: 6
Temple Length: 135mm/Spring Hinges
Lens Size: 56 x 36.7 x 59.2mm, DBL 17mm
*6815: Henna with Tortoise



Epiros
Base Curve: 6
Temple Length: 135mm/Spring Hinges
Lens Size: 53 x 37.2 x 54.4mm, DBL 19mm
*6743: Henna with Tortoise



Iliad
Base Curve: 6
Temple Length: 135mm/Spring Hinges
Lens Size: 50 x 32.3 x 50.8mm, DBL 19mm
*6744: Henna with Tortoise



Argosy
Base Curve: 8
Temple Length: 130mm/Spring Hinges
Lens Size: 56 x 35.3 x 58mm, DBL 19mm
*6745: Henna with Tortoise



Prato
Base Curve: 8
Temple Length: 135mm/Spring Hinges
Lens Size: 54 x 32.3 x 54mm, DBL 16.6mm
*6837: Henna

STRATA® - 555NM® POLARIZED



Andros
Base Curve: 6
Temple Length: 130mm/Spring Hinges
Lens Size: 55 x 33 x 58mm, DBL 15mm
*6808: Shiny Black
6812: Tortoise



Turro
Base Curve: 8
Temple Length: 125mm/Spring Hinges
Lens Size: 62 x 34.5 x 63mm, DBL 16mm
*6813: Tortoise
6807: Shiny Black



Prato
Base Curve: 8
Temple Length: 135mm/Spring Hinges
Lens Size: 54 x 32.3 x 54mm, DBL 16.6mm
*6836: Gunmetal



Padova
Base Curve: 8
Temple Length: 135mm/Spring Hinges
Lens Size: 56 x 31.3 x 57.6mm, DBL 17.3mm
*6828: Shiny Black



Monza
Base Curve: 8
Temple Length: 124mm/Spring Hinges
Lens Size: 56 x 21 x 32.7mm, DBL 19mm
*6817: Shiny Black



Imola
Base Curve: 8
Temple Length: 125mm/Spring Hinges
Lens Size: 56 x 33.5 x 57.9mm, DBL 19mm
*6832: Shiny Black



Vedi
Base Curve: 8
Temple Length: 125mm/Spring Hinges
Lens Size: 57 x 33.75 x 59.3mm, DBL 18mm
*6820: Shiny Black



Argosy
Base Curve: 8
Temple Length: 130mm/Spring Hinges
Lens Size: 56 x 35.3 x 58mm, DBL 19mm
*6795: Gunmetal with Shiny Black



Iliad
Base Curve: 6
Temple Length: 135mm/Spring Hinges
Lens Size: 50 x 32.3 x 50.8mm, DBL 19mm
*6794: Gunmetal with Shiny Black



Lucca
Base Curve: 6
Temple Length: 135mm/Spring Hinges
Lens Size: 56 x 36.7 x 59.2, DBL 17mm
*6792: Gunmetal with Shiny Black



Epiros
Base Curve: 6
Temple Length: 135mm/Spring Hinges
Lens Size: 53 x 37.2 x 54.4mm, DBL 19mm
*6793: Gunmetal with Shiny Black

15%
Light transmittance
lightened state



8%
Light transmittance
darkened state

DRIVERS®/DRIVERS® GRADIENT

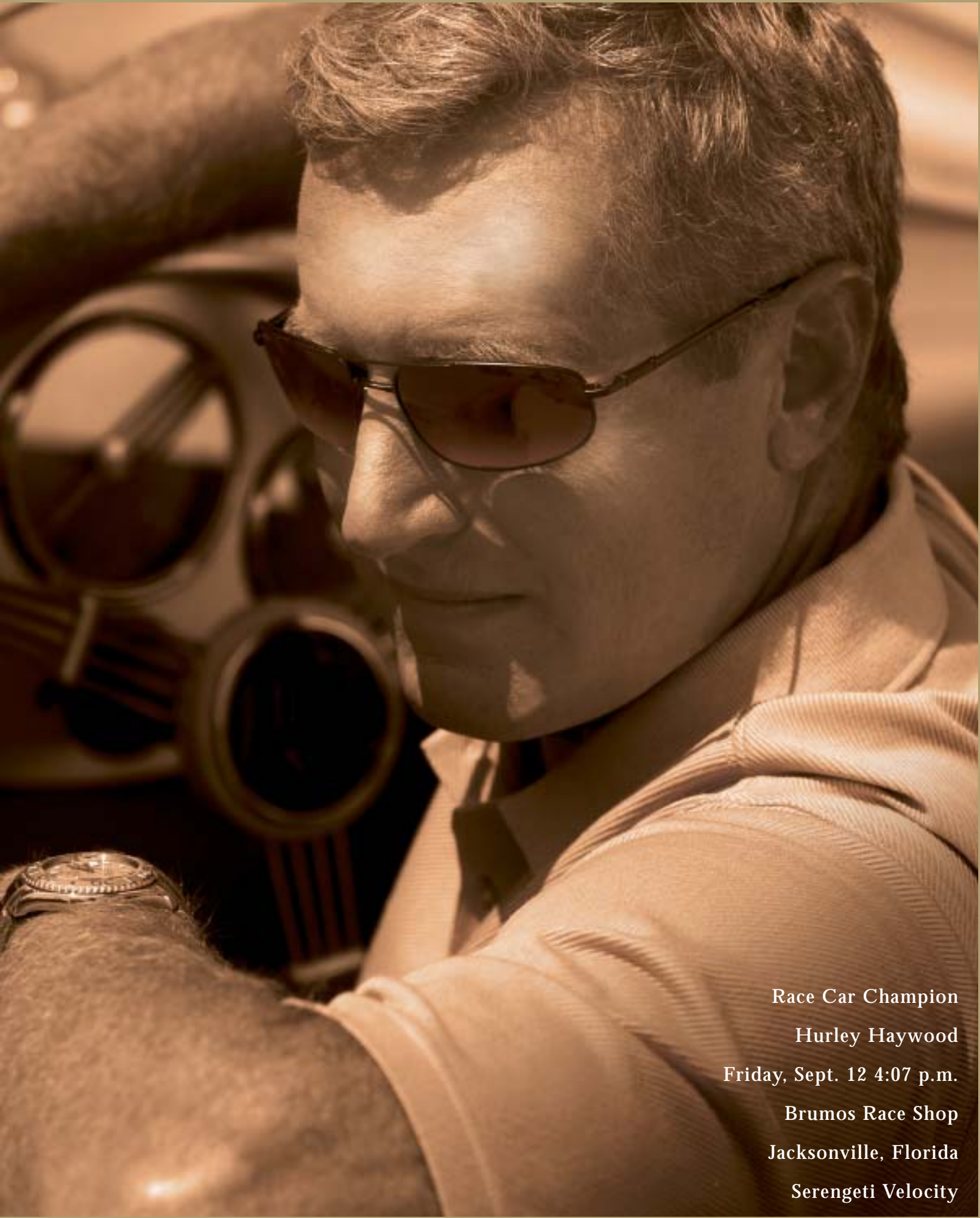
SEE BETTER
DRIVE SAFER

Serengeti® Drivers® enhance your vision in all conditions because they are engineered to improve contrast and reduce eye fatigue. And for extreme high glare situations, we offer the Drivers Gradient, a lens that blocks the sun's glare from above while providing a clear view of the instruments below.



Gradient mirror preferred for high glare situations.

Photochromic lenses automatically adjust according to the amount of UV exposure.



Race Car Champion
Hurley Haywood
Friday, Sept. 12 4:07 p.m.
Brumos Race Shop
Jacksonville, Florida
Serengeti Velocity



Vedi
Base Curve: 8
Temple Length: 125mm/Spring Hinges
Lens Size: 57 x 33.75 x 59.3mm, DBL 18mm
*6825: Henna
6824: Shiny Black



Pisa
Base Curve: 8
Temple Length: 125mm
Lens Size: 62 x 35 x 64mm, DBL 16mm
*6835: Shiny Black



Imola
Base Curve: 8
Temple Length: 125mm/Spring Hinges
Lens Size: 56 x 33.5 x 57.9mm, DBL 19mm
*6831: Henna



Hurikanu
Base Curve: 8
Temple Length: 125mm/Spring Hinges
Lens Size: 56 x 37.5 x 56.5mm, DBL 17mm
6534: Black
6535: Henna
*6668: Gunmetal



Paseo
Base Curve: 6
Temple Length: 135mm/Spring Hinges
Lens Size: 52 x 30.2 x 55mm, DBL 18.5mm
*6805: Henna
6804: Matte Black



Via Veneto
Base Curve: 8
Temple Length: 125mm/Spring Hinges
Lens Size: 56 x 33 x 55.5mm, DBL 17.5mm
*6732: Gunmetal
6733: Henna

Autobahn
Base Curve: 6
Temple Length: 135mm/Spring Hinges
Lens Size: 50.25 x 31.5 x 50.75mm, DBL 19.5mm
*6598: Gunmetal
6599: Henna





Las Ramblas

Base Curve: 6
Temple Length: 135mm/Spring Hinges
Lens Size: 47.5 x 33.5 x 44.5mm, DBL 19.5mm
*6601: Henna



Prato

Base Curve: 8
Temple Length: 135mm/Spring Hinges
Lens Size: 54.0 x 32.3 x 54.0mm, DBL 16.6mm
*6788: Henna
6789: Black



Da Vinci

Base Curve: 6
Temple Length: 135mm/Spring Hinges
Lens Size: 51.5 x 30 x 50mm, DBL 15mm
*6734: Gunmetal
6735: Henna



Bromo

Base Curve: 8
Temple Length: 115mm
Lens Size: 57.5 x 32.6 x 57.8mm, DBL 17mm
*6806: Tortoise
6756: Leopard Tortoise with Crystal
6758: Shiny Black



Bellini

Base Curve: 6
Temple Length: 130mm/Spring Hinges
Lens Size: 47.5 x 30.75 x 44mm, DBL 15mm
*6736: Gunmetal
6737: Henna



Cascade

Base Curve: 8
Temple Length: 125mm
Lens Size: 62 x 36 x 64mm, DBL 16mm
6750: Crystal Olive
*6752: Shiny Black



Summit

Base Curve: 8
Temple Length: 120mm
Lens Size: 60.5 x 39.25 x 60.5mm,
DBL 11.5mm
*5602: Matte Black



Coupe

Base Curve: 8
Temple Length: 135mm/Spring Hinges
Lens Size: 58.5 x 39.3 x 69.5mm, DBL 14.5mm
6790: Henna
*6791: Black



Georgetown 2.0

Base Curve: 6
Temple Length: 135mm/Spring Hinges
Lens Size: 49.5 x 34 x 48.5mm, DBL 18.5mm
6776: Gunmetal
*6777: Henna
6778: Black



Raquel

Base Curve: 6
Temple Length: 130mm
Lens Size: 54 x 31.8 x 53.9mm, DBL 17mm
*6798: Tortoise
6799: Shiny Black



Arabella

Base Curve: 6
Temple Length: 133mm
Lens Size: 55 x 28.2 x 53.4mm, DBL 16mm
*6800: Shiny Black
6801: Tortoise



Alassio Semi-Rimless

Base Curve: 6
Temple Length: 135mm/Spring Hinges
Lens Size: 50.0 x 30.5 x 50.5mm, DBL 18mm
6796: Black
*6797: Henna



Large Aviator

Base Curve: 6
Temple Length: 140mm
Lens Size: 61.75 x 55.5 x 68mm, DBL 10.5mm
*5222: Black



Velocity Titanium

Base Curve: 8
Temple Length: 130mm/Spring Hinges
Lens Size: 60 x 39 x 62mm, DBL 16mm
*6691: Matte Black
6692: Gunmetal



Lassen Titanium

Base Curve: 8
Temple Length: 130mm/Spring Hinges
Lens Size: 62 x 60.9 x 32.2mm, DBL 19mm
*6698: Henna



Medium Aviator

Base Curve: 6
Temple Length: 140mm/Spring Hinges
Lens Size: 59.3 x 51.57 x 67.02mm, DBL 12.5mm
*6826: Henna
6783: Matte Black



Small Aviator

Base Curve: 6
Temple Length: 135mm/Spring Hinges
Lens Size: 53.2 x 45.58 x 61.04mm, DBL 13mm
*6827: Henna
6782: Matte Black

555NM®

The 555nm® lens optimizes in sunny conditions to block up to 91% of visible light.

Light silver mirror coating acts as glare fighting shield.

THE DARKEST LENS FOR THE BRIGHTEST LIGHT

The Serengeti® 555nm® gray/green lens maximizes yellow and green light transmission because these are the two colors your eyes can process the easiest. This gives you an incredibly accurate view of the world and the colors around you. With the 555nm lens, bright light conditions are never a problem.

Actress Peta Wilson
Friday, July 25 5:52 p.m.
Mulholland Drive
Los Angeles, California
Serengeti Paseo



Lassen Titanium
Base Curve: 8
Temple Length: 130mm/Spring Hinges
Lens Size: 62 x 60.9 x 32.2mm, DBL 19mm
*GG6699: Gunmetal



Imola
Base Curve: 8
Temple Length: 125mm/Spring Hinges
Lens Size: 56 x 33.5 x 57.9mm, DBL 19mm
*GG6830: Shiny Black



Paseo
Base Curve: 6
Temple Length: 135mm/Spring Hinges
Lens Size: 52 x 30.2 x 55mm, DBL 18.5mm
*GG6803: Midnight Blue



Pisa
Base Curve: 8
Temple Length: 125mm
Lens Size: 62 x 35 x 64mm, DBL 16mm
*GG6834: Shiny Black



Vedi
Base Curve: 8
Temple Length: 125mm/Spring Hinges
Lens Size: 57 x 33.75 x 59.3mm, DBL 18mm
*GG6838: Shiny Black



Autobahn
Base Curve: 6
Temple Length: 135mm/Spring Hinges
Lens Size: 50.25 x 31.5 x 50.75mm, DBL 19.5mm
*GG6598: Gunmetal



Velocity Titanium
Base Curve: 8
Temple Length: 130mm/Spring Hinges
Lens Size: 60 x 39 x 62mm, DBL 16mm
*GG6692: Gunmetal

15%
Light transmittance
lightened state



9%
Light transmittance
darkened state



Via Veneto
Base Curve: 8
Temple Length: 125mm/Spring Hinges
Lens Size: 56 x 33 x 55.5mm, DBL 17.5mm
*GG6732: Gunmetal



Hurikanu
Base Curve: 8
Temple Length: 125mm/Spring Hinges
Lens Size: 56 x 37.5 x 56.5mm, DBL 17mm
*GG6668: Gunmetal



Small Aviator
Base Curve: 6
Temple Length: 135mm/Spring Hinges
Lens Size: 53.2 x 45.58 x 61.04mm, DBL 13mm
*GG6784: Gunmetal



Medium Aviator
Base Curve: 6
Temple Length: 140mm/Spring Hinges
Lens Size: 59.3 x 51.57 x 67.02mm, DBL 12.5mm
*GG6785: Gunmetal



Coupe
Base Curve: 8
Temple Length: 135mm/Spring Hinges
Lens Size: 58.5 x 39.3 x 69.5mm, DBL 14.5mm
*GG6777: Gunmetal



Prato
Base Curve: 8
Temple Length: 135mm/Spring Hinges
Lens Size: 54.0 x 32.3 x 54.0mm, DBL 16.6mm
*GG6787: Gunmetal



Da Vinci
Base Curve: 6
Temple Length: 135mm/Spring Hinges
Lens Size: 51.5 x 30 x 50mm, DBL 15mm
*GG6734: Gunmetal



Georgetown 2.0
Base Curve: 6
Temple Length: 135mm/Spring Hinges
Lens Size: 49.5 x 34 x 48.5mm, DBL 18.5mm
*GG6776: Gunmetal

SEDONA™

FOR THE SPORTS
ENTHUSIASTS
EVERYWHERE

*For those devoted to the links, the water
or the slopes, there's Sedona™, a high contrast,
rose-colored lens with the superior ability to block
glare in flat light conditions. And with double gradient
mirrors at the top and bottom of the lens, the Sedona truly
ranks among the elite in high fashion, sports performance eyewear.*

*Double gradient mirrors
block harsh glare from the
sun and distracting reflections
from the water and snow.*

*Lens eliminates
dangerous flat light
from your view.*

Actor Luke Perry
Friday, Sept. 5 7:02 p.m.
Point Dume
Malibu, California
Serengeti Bromo



Paseo

Base Curve: 6
Temple Length: 135mm/Spring Hinges
Lens Size: 52 x 30.2 x 55mm, DBL 18.5mm
*6802: Burgundy



Summit

Base Curve: 8
Temple Length: 120mm
Lens Size: 60.5 x 39.25 x 60.5mm, DBL 11.5mm
*5603: Matte Black



Hurikanu

Base Curve: 8
Temple Length: 125mm/Spring Hinges
Lens Size: 56 x 37.5 x 56.5mm, DBL 17mm
*6669: Gunmetal



Cascade

Base Curve: 8
Temple Length: 125mm
Lens Size: 62 x 36 x 64mm, DBL 16mm
*6760: Shiny Black



Lassen Titanium

Base Curve: 8
Temple Length: 130mm/Spring Hinges
Lens Size: 62 x 60.9 x 32.2mm, DBL 19mm
*6699: Gunmetal



Bromo

Base Curve: 8
Temple Length: 115mm
Lens Size: 57.5 x 32.6 x 57.8mm, DBL 17mm
*6766: Leopard Tortoise with Crystal
6768: Shiny Black



Da Vinci

Base Curve: 6
Temple Length: 135mm/Spring Hinges
Lens Size: 51.5 x 30 x 50mm, DBL 15mm
*6729: Henna

24%

light transmittance
lightened state



9%

light transmittance
darkened state

INDEX IN ALPHABETICAL ORDER

6796 - Alassio Semi-Rimless, Black, Drivers	22	*5222 - Large Aviator, Black, Drivers Gradient	23
*6797 - Alassio Semi-Rimless, Henna, Drivers	22	*6601 - Las Ramblas, Henna, Drivers	20
*6843 - Alto, Gunmetal, PolarMax CPG	7	*GG6699 - Lassen Titanium, Gunmetal, 555nm	26
*6842 - Alto, Henna, PolarMax Driver	6	*6699 - Lassen Titanium, Gunmetal, Sedona	33
*6808 - Andros, Shiny Black, 555nm Polarized	13	*6698 - Lassen Titanium, Henna, Drivers Gradient	23
6811 - Andros, Shiny Black, Drivers Polarized	10	*6792 - Lucca, Gunmetal with Shiny Black, 555nm Polarized	15
6812 - Andros, Tortoise, 555nm Polarized	13	*6815 - Lucca, Henna with Tortoise, Drivers Polarized	12
*6810 - Andros, Tortoise, Drivers Polarized	10	*GG6785 - Medium Aviator, Gunmetal, 555nm	28
*6800 - Arabella, Shiny Black, Drivers	22	*6826 - Medium Aviator, Henna, Drivers Gradient	23
6801 - Arabella, Tortoise, Drivers	22	6783 - Medium Aviator, Matte Black, Drivers Gradient	23
*6795 - Argosy, Gunmetal with Shiny Black, 555nm Polarized	15	*6818 - Monza, Henna, Drivers Polarized	10
*6745 - Argosy, Henna with Tortoise, Drivers Polarized	12	*6817 - Monza, Shiny Black, 555nm Polarized	13
*GG6598 - Autobahn, Gunmetal, 555nm	27	*6829 - Padova, Henna, Drivers Polarized	11
*6598 - Autobahn, Gunmetal, Drivers	19	*6828 - Padova, Shiny Black, 555nm Polarized	14
6599 - Autobahn, Henna, Drivers	19	*6802 - Paseo, Burgundy, Sedona	32
*6736 - Bellini, Gunmetal, Drivers	20	*6805 - Paseo, Henna, Drivers	18
6737 - Bellini, Henna, Drivers	20	6804 - Paseo, Matte Black, Drivers	18
6756 - Bromo, Leopard Tortoise with Crystal, Drivers	21	*GG6803 - Paseo, Midnight Blue, 555nm	26
6766 - Bromo, Leopard Tortoise with Crystal, Sedona	33	*GG6834 - Pisa, Shiny Black, 555nm	27
6758 - Bromo, Shiny Black, Drivers	21	*6835 - Pisa, Shiny Black, Drivers	19
*6839 - Bromo, Shiny Black, Drivers Polarized	11	*6823 - Pisa, Shiny Black, Drivers Polarized	10
*6768 - Bromo, Shiny Black, Sedona	33	6789 - Prato, Black, Drivers	21
*6806 - Bromo, Tortoise, Drivers	21	*GG6787 - Prato, Gunmetal, 555nm	29
6750 - Cascade, Crystal Olive, Drivers	21	*6836 - Prato, Gunmetal, 555nm Polarized	14
*6752 - Cascade, Shiny Black, Drivers	21	*6788 - Prato, Henna, Drivers	21
*6760 - Cascade, Shiny Black, Sedona	33	*6837 - Prato, Henna, Drivers Polarized	12
*6841 - Cirro, Shiny Black, PolarMax CPG	7	*6798 - Raquel, Tortoise, Drivers	22
*6840 - Cirro, Tortoise, PolarMax Driver	6	6799 - Raquel, Shiny Black, Drivers	22
*GG6777 - Coupe, Gunmetal, 555nm	29	*GG6784 - Small Aviator, Gunmetal, 555nm	28
6790 - Coupe, Henna, Drivers	21	*6827 - Small Aviator, Henna, Drivers Gradient	23
*6791 - Coupe, Black, Drivers	21	6782 - Small Aviator, Matte Black, Drivers Gradient	23
*6734 - Da Vinci, Gunmetal, Drivers	20	*6845 - Stratus Titanium, Gunmetal, PolarMax CPG	7
6735 - Da Vinci, Henna, Drivers	20	*6844 - Stratus Titanium, Henna, PolarMax Driver	6
*6729 - Da Vinci, Henna, Sedona	33	*5602 - Summit, Matte Black, Drivers	20
*6793 - Epiros, Gunmetal with Shiny Black, 555nm Polarized	15	*5603 - Summit, Matte Black, Sedona	32
*6743 - Epiros, Henna with Tortoise, Drivers Polarized	12	6807 - Turro, Shiny Black, 555nm Polarized	13
*GG6734 - Da Vinci, Gunmetal, 555nm	29	*6814 - Turro, Shiny Black, Drivers Polarized	10
6776 - Georgetown 2.0, Gunmetal, Drivers	22	*6813 - Turro, Tortoise, 555nm Polarized	13
*6777 - Georgetown 2.0, Henna, Drivers	22	6809 - Turro, Tortoise, Drivers Polarized	10
6778 - Georgetown 2.0, Black, Drivers	22	*6825 - Vedi, Henna, Drivers	18
6534 - Hurikanu, Black, Drivers	19	*6821 - Vedi, Henna, Drivers Polarized	11
*GG6668 - Hurikanu, Gunmetal, 555nm	28	*GG6838 - Vedi, Shiny Black, 555nm	26
*6668 - Hurikanu, Gunmetal, Drivers	19	*6820 - Vedi, Shiny Black, 555nm Polarized	13
*6669 - Hurikanu, Gunmetal, Sedona	32	6824 - Vedi, Shiny Black, Drivers	18
6535 - Hurikanu, Henna, Drivers	19	*GG6692 - Velocity Titanium, Gunmetal, 555nm	27
*6794 - Iliad, Gunmetal with Shiny Black, 555nm Polarized	15	6692 - Velocity Titanium, Gunmetal, Drivers Gradient	23
*6744 - Iliad, Henna with Tortoise, Drivers Polarized	12	*6691 - Velocity Titanium, Matte Black, Drivers Gradient	23
*6831 - Imola, Henna, Drivers	18	*GG6732 - Via Veneto, Gunmetal, 555nm	28
*6833 - Imola, Henna, Drivers Polarized	11	*6732 - Via Veneto, Gunmetal, Drivers	19
*GG6830 - Imola, Shiny Black, 555nm	27	6733 - Via Veneto, Henna, Drivers	19
*6832 - Imola, Shiny Black, 555nm Polarized	14	<i>*Indicates items featured in this catalog</i>	

INDEX IN NUMERICAL ORDER

*5222 - Large Aviator, Black, Drivers Gradient	23	6804 - Paseo, Matte Black, Drivers	18
*5602 - Summit, Matte Black, Drivers	20	*6805 - Paseo, Henna, Drivers	18
*5603 - Summit, Matte Black, Sedona	32	*6806 - Bromo, Tortoise, Drivers	21
6534 - Hurikanu, Black, Drivers	19	6807 - Turro, Shiny Black, 555nm Polarized	13
6535 - Hurikanu, Henna, Drivers	19	*6808 - Andros, Shiny Black, 555nm Polarized	13
*6598 - Autobahn, Gunmetal, Drivers	19	6809 - Turro, Tortoise, Drivers Polarized	10
6599 - Autobahn, Henna, Drivers	19	*6810 - Andros, Tortoise, Drivers Polarized	10
*6601 - Las Ramblas, Henna, Drivers	20	6811 - Andros, Shiny Black, Drivers Polarized	10
*6668 - Hurikanu, Gunmetal, Drivers	19	6812 - Andros, Tortoise, 555nm Polarized	13
*6669 - Hurikanu, Gunmetal, Sedona	32	*6813 - Turro, Tortoise, 555nm Polarized	13
*6691 - Velocity Titanium, Matte Black, Drivers Gradient	23	*6814 - Turro, Shiny Black, Drivers Polarized	10
6692 - Velocity Titanium, Gunmetal, Drivers Gradient	23	*6815 - Lucca, Henna with Tortoise, Drivers Polarized	12
*6698 - Lassen Titanium, Henna, Drivers Gradient	23	*6817 - Monza, Shiny Black, 555nm Polarized	13
*6699 - Lassen Titanium, Gunmetal, Sedona	33	*6818 - Monza, Henna, Drivers Polarized	10
*6729 - Da Vinci, Henna, Sedona	33	*6820 - Vedi, Shiny Black, 555nm Polarized	13
*6732 - Via Veneto, Gunmetal, Drivers	19	*6821 - Vedi, Henna, Drivers Polarized	11
6733 - Via Veneto, Henna, Drivers	19	*6823 - Pisa, Shiny Black, Drivers Polarized	10
*6734 - Da Vinci, Gunmetal, Drivers	20	6824 - Vedi, Shiny Black, Drivers	18
6735 - Da Vinci, Henna, Drivers	20	*6825 - Vedi, Henna, Drivers	18
*6736 - Bellini, Gunmetal, Drivers	20	*6826 - Medium Aviator, Henna, Drivers Gradient	23
6737 - Bellini, Henna, Drivers	20	*6827 - Small Aviator, Henna, Drivers Gradient	23
*6743 - Epiros, Henna with Tortoise, Drivers Polarized	12	*6828 - Padova, Shiny Black, 555nm Polarized	14
*6744 - Iliad, Henna with Tortoise, Drivers Polarized	12	*6829 - Padova, Henna, Drivers Polarized	11
*6745 - Argosy, Henna with Tortoise, Drivers Polarized	12	*6831 - Imola, Henna, Drivers	18
6750 - Cascade, Crystal Olive, Drivers	21	*6832 - Imola, Shiny Black, 555nm Polarized	14
*6752 - Cascade, Shiny Black, Drivers	21	*6833 - Imola, Henna, Drivers Polarized	11
6756 - Bromo, Leopard Tortoise with Crystal, Drivers	21	*6835 - Pisa, Shiny Black, Drivers	19
6758 - Bromo, Shiny Black, Drivers	21	*6836 - Prato, Gunmetal, 555nm Polarized	14
*6760 - Cascade, Shiny Black, Sedona	33	*6837 - Prato, Henna, Drivers Polarized	12
6766 - Bromo, Leopard Tortoise with Crystal, Sedona	33	*6839 - Bromo, Shiny Black, Drivers Polarized	11
*6768 - Bromo, Shiny Black, Sedona	33	*6840 - Cirro, Tortoise, PolarMax Driver	6
6776 - Georgetown 2.0, Gunmetal, Drivers	22	*6841 - Cirro, Shiny Black, PolarMax CPG	7
*6777 - Georgetown 2.0, Henna, Drivers	22	*6842 - Alto, Henna, PolarMax Driver	6
6778 - Georgetown 2.0, Black, Drivers	22	*6843 - Alto, Gunmetal, PolarMax CPG	7
6782 - Small Aviator, Matte Black, Drivers Gradient	23	*6844 - Stratus Titanium, Henna, PolarMax Driver	6
6783 - Medium Aviator, Matte Black, Drivers Gradient	23	*6845 - Stratus Titanium, Gunmetal, PolarMax CPG	7
*6788 - Prato, Henna, Drivers	21	*GG6598 - Autobahn, Gunmetal, 555nm	27
6789 - Prato, Black, Drivers	21	*GG6668 - Hurikanu, Gunmetal, 555nm	28
6790 - Coupe, Henna, Drivers	21	*GG6692 - Velocity Titanium, Gunmetal, 555nm	27
*6791 - Coupe, Black, Drivers	21	*GG6699 - Lassen Titanium, Gunmetal, 555nm	26
*6792 - Lucca, Gunmetal with Shiny Black, 555nm Polarized	15	*GG6732 - Via Veneto, Gunmetal, 555nm	28
*6793 - Epiros, Gunmetal with Shiny Black, 555nm Polarized	15	*GG6734 - Da Vinci, Gunmetal, 555nm	29
*6794 - Iliad, Gunmetal with Shiny Black, 555nm Polarized	15	*GG6777 - Coupe, Gunmetal, 555nm	29
*6795 - Argosy, Gunmetal with Shiny Black, 555nm Polarized	15	*GG6784 - Small Aviator, Gunmetal, 555nm	28
6796 - Alassio Semi-Rimless, Black, Drivers	22	*GG6785 - Medium Aviator, Gunmetal, 555nm	28
*6797 - Alassio Semi-Rimless, Henna, Drivers	22	*GG6787 - Prato, Gunmetal, 555nm	29
*6798 - Raquel, Tortoise, Drivers	22	*GG6803 - Paseo, Midnight Blue, 555nm	26
6799 - Raquel, Shiny Black, Drivers	22	*GG6830 - Imola, Shiny Black, 555nm	27
*6800 - Arabella, Shiny Black, Drivers	22	*GG6834 - Pisa, Shiny Black, 555nm	27
6801 - Arabella, Tortoise, Drivers	22	*GG6838 - Vedi, Shiny Black, 555nm	26
*6802 - Paseo, Burgundy, Sedona	32	<i>*Indicates items featured in this catalog</i>	

WARRANTY

INTRODUCTION

Congratulations on your purchase of Serengeti® eyewear! No matter the weather, Serengeti's patented Spectral Control® system is a dynamic "smart" lens technology that provides the ultimate in comfort and clarity. This exclusive photochromic lens is constantly adjusting for superior definition and enhanced contrast. Welcome to The Unseen Science of Serengeti™. To register your product on-line go to: www.serengeti-eyewear.com.

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Serengeti warrants to the consumer that for one year from the date of purchase we will repair or replace, at our option, any Serengeti product that is defective in materials or workmanship. This warranty does not apply to products which have been lost, altered, broken or damaged by misuse or failure to follow instructions provided with the product. Serengeti does not warrant against normal wear, including lens scratching or accidental frame breakage.

For this warranty to apply, purchase must have been made in the United States from an authorized Serengeti dealer and you must have the proof of purchase. Only authentic Serengeti products will be warranted. This warranty shall not apply to any defect or damage caused by improper or unreasonable use of this product. Serengeti lenses are not warranted against scratching. All warranties that are implied by law are also limited for one year from the date of purchase.

For product registration:

www.serengeti-eyewear.com

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Bushnell Performance Optics
8500 Marshall Drive
Lenexa, KS 66214

If your Serengeti product is no longer under the limited warranty and has been damaged by accidental and/or normal use, Serengeti will inspect and repair (if possible) the product in question at our place of business. Please contact the Repair department at 888-838-1449 for more information. For products purchased outside of the United States, please contact your local dealer for applicable warranty information.

CARE AND USE

Please take care of your Serengeti sunglasses. On those rare occasions when you aren't wearing them, store them in their case. Warning: Serengeti lenses are scratch resistant, not scratch proof. By taking a few precautions to preserve the

lenses, they will last for many years. Serengeti does not warrant against normal wear, including lens scratching or accidental frame breakage.

To clean lenses, blow loose particles off the lenses, then clean with an optical lens cloth or soft cotton cloth. A mild liquid soap diluted with warm water can also be used on the cloth. *Never use paper products to clean lenses. *Since salt is highly abrasive, rinse lenses with fresh water before cleaning. *Store glasses in their protective case when not in use. *Do not place lenses face down on any surface. *Never put your sunglasses loose in a pocket or purse where objects may damage lenses. *Do not leave your sunglasses where conditions are intensely hot or cold (for example, on the dashboard of your car).

Caution: Do not wear for night driving, for impact sports or use as safety glasses. Serengeti sunglasses comply with ANSI Z80.3 special-purpose UV requirements. Lenses meet Conn SGST40 and FDA impact requirements, but are NOT SHATTERPROOF. All Serengeti products (with lenses of nominal plano power) are in compliance with Council Directive 89/686/EEC (PPE) and are CE marked accordingly.

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CE INFO

All Serengeti products (with lenses of nominal plano power) are in compliance with Council Directive 89/686/EEC (PPE) and are CE marked accordingly.

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