

FOR WHEREVER THE ROAD TAKES YOU.



SERENGETI® EYEWEAR 



DESIGNED FOR THE ROAD OF LIFE,  
EVEN WHEN THE ROAD ISN'T A ROAD.

The beauty of Serengeti sunglasses travels well below the surface. The secret is Serengeti's advanced photochromic technology that helps you take control of the road, constantly adjusting to changing light conditions as you drive. Comfort, clarity and a better view of the road – experience it once and you'll never travel without Serengeti again. The ultimate sunglasses for driving – or wherever the road takes you.

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Actor Val Kilmer  
Serengeti Nuvola



# GLASS TECHNOLOGY

## TAKE CONTROL OF THE VIEW

Drivers are constantly adapting to changing conditions, forced to react to the uncertainty of the sun, clouds and glare. Serengeti eyewear helps you take control of your view of the road.

Our proprietary Spectral Control® System selectively filters certain colors in the visible light spectrum, creating a high definition view. All while constantly adjusting to changing bright and low light conditions with our advanced photochromic lenses. Let Serengeti take control, so you can concentrate on the road ahead.

**TECHNOLOGY BEYOND THE NAKED EYE** Serengeti lenses achieve such a high level of acuity because we only use the finest materials available. And the process by which we develop our lenses gives them exceptional color and contrast enhancement.

Serengeti glass lenses are ground into perfect spheres with diamond wheels, then polished with pumice stone to remove imperfections. Even the glass itself is a technological wonder, a borosilicate optical glass invented by Corning™ to withstand radical temperature changes.



Bright light conditions  
Low light conditions

### SERENGETI'S HIGH DEFINITION LENS

Serengeti's proprietary Spectral Control® lens system provides contrast and color enhancement by selectively filtering certain colors from the visible light spectrum. This allows the most optimal colors through, creating an effect where colors are crisper and images are clearer, making it the ultimate high definition view.

### CHANGE IS INEVITABLE

Serengeti's exclusive photochromic lenses automatically darken in bright sunlight to give superior definition, while they lighten in overcast or shade conditions for extra contrast. And since the technology is infused directly into the lens, it will never wear off or out.

### BLOCK THE BLUES

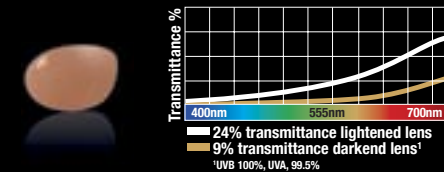
Blue light waves cause a phenomenon called "blue blur," which occurs when they scatter off dust and moisture particles in the air and, essentially, veil glare. Serengeti lenses block 95% of blue light, virtually eliminating the eye strain and fatigue blue blur can cause.

### UV PROTECTION GOES BEYOND STANDARDS

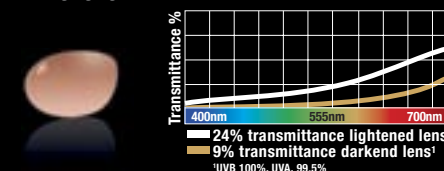
The government and commercial bodies have set standards for UV protection in sunglasses. Then there are Serengeti's standards. They're like yours. They go beyond the basic level of expectation, eliminating virtually 100% of UVA and UVB rays. Our lenses also feature an anti-reflexive coating on the back side to block additional glare and reflections.

### ELIMINATE THE HARSH GLARE

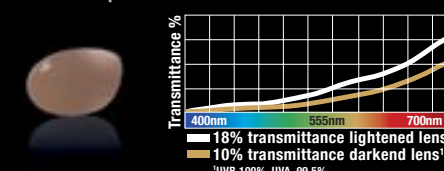
Glare is an inevitable by-product of light rays bouncing off reflective surfaces like the road and water. But Serengeti's polarizing film removes glare as an uncomfortable factor in driving, and the eye fatigue it can cause. Available with most Serengeti lenses.



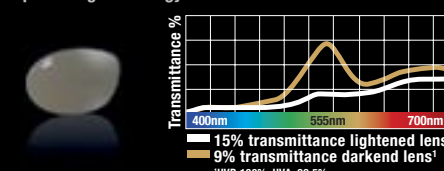
**DRIVERS®** The Drivers brown lens is the optimal color and quality for driving, with the versatility to adjust to changing light conditions.



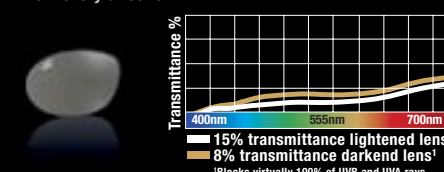
**DRIVERS® GRADIENT** Another exceptional, all-conditions lens, Drivers Gradient is the choice of pilots who need protection for their eyes, but a clear view of their instrument panel.



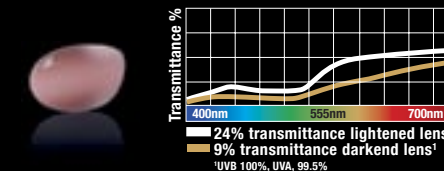
**DRIVERS® POLARIZED** Good in cloudy conditions, as well as bright light, with the added benefit of Serengeti's polarizing technology.



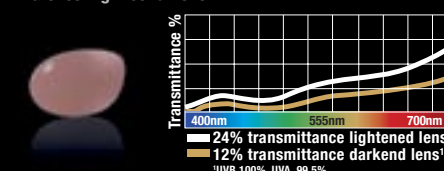
**555nm®** The lens engineered to maximize green and yellow in low light conditions to provide greater contrast and image definition. The silver flash coating blocks glare from every direction.



**555nm® POLARIZED** Technologically advanced, combining our patented Spectral Control® filters and our hydrogen fired photochromic properties, with the most optically correct and technically efficient polarizing film available.



**SEDONA®** The high-contrast, rose-colored Sedona is the preferred lens among skiers, golfers and water sports enthusiasts, providing greater contrast and clarity in the harshest light conditions.



**SEDONA® POLARIZED** Functions just as exceptional in harsh light conditions, with the added benefit of Serengeti's polarizing technology.



# S-FLEX

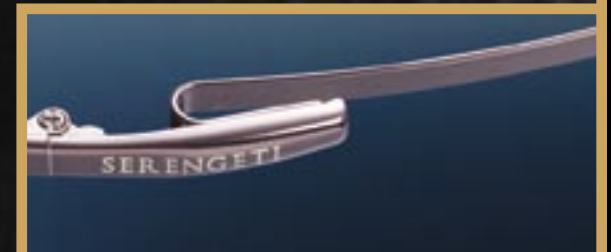
## FLEXIBILITY IS STRENGTH

Technological advances aren't reserved for lenses alone. For 2006, Serengeti is offering an exclusive line of S-Flex frame styles. The "S" shaped temple design, working with the strength of monel and beta titanium, provides a double action movement without using a traditional spring hinge. This unique design provides just the right amount of tension to ensure a comfortable, secure fit that is remarkably lightweight and durable.

**COMFORT AND STABILITY.** This "S" shaped temple is the secret behind the S-Flex design. As you open the temples, it creates a double action movement that retains memory, automatically moving back in place without the use of a traditional spring hinge. The result is a uniquely comfortable fit in an extremely durable frame.

Actor Patrick Dempsey

Serengeti Sangro





**NEW Salto**

Base Curve: 8  
 Temple Length: 125mm  
 Lens Size: 65.9 x 46.5 x 67.0 mm DBL 11.2mm  
 \*7012: Espresso, Drivers Polarized  
 7013: Matte Black, Drivers Gradient



**NEW Rhone**

Base Curve: 8  
 Temple Length: 130mm  
 Lens Size: 56.1 x 32.6 x 56mm , DBL 18.3mm  
 \*6992: Satin Black, 555nm Polarized  
 6991: Espresso, Drives Polarized



**NEW Lamone**

Base Curve: 8  
 Temple Length: 130mm  
 Lens Size: 60.1 x 34.4 x 61.5mm, DBL 17.4mm  
 \*6990: Satin Black, Drivers Polarized  
 6989: Espresso, Drivers  
 6993: Gun/Matte Gun, 555nm Polarized



**NEW Panaro**

Base Curve: 8  
 Temple Length: 135mm  
 Lens Size: 57.6 x 36.6 x 57.7mm, DBL 18.4mm  
 \*6994: Espresso, Drivers Polarized  
 6995: Satin Gun, 555nm Polarized



**NEW Sangro**

Base Curve: 8  
 Temple Length: 130mm  
 Lens Size: 60.8 x 38.7 x 60.7mm, DBL 16.7mm  
 \*6999: Gun/Matte Gun, 555nm Polarized  
 6997: Espresso, Drivers  
 6998: Satin Black, Drivers Polarized



**NEW Ceno**

Base Curve: 6  
 Temple Length: 135mm  
 Lens Size: 53.1 x 32.6 x 53.0mm, DBL 18.9mm  
 \*6987: Espresso, Drivers  
 6988: Satin Black, 555nm





# AVIATOR

## TAKE THE WHEEL

Serengeti Aviators are just as much at home on the water or the road as they are in the air. Choose a gradient lens, preferred by pilots because they block harsh glare from the sun above, while providing a clear view of instruments below.

Or select non-gradient lenses for uniform, top-to-bottom protection against sun and glare.

No matter what you're piloting, Aviators with Serengeti's advanced photochromic lenses minimize fatigue and eye strain from the sun.

Actor Val Kilmer

Serengeti Napoli



# AVIATOR

## NEW Napoli

Base Curve: 8  
Temple Length: 125mm  
Lens Size: 54 x 38 x 56mm, DBL 13mm  
\*6939: Satin Gun, 555nm Polarized  
6938: Tarnished, Drivers Gradient  
6940: Espresso, Drivers Polarized



## NEW Pergusa

Base Curve: 8  
Temple length 125  
Lens Size: 61 x 38.5 x 64mm, DBL 18mm  
\*6956: Espresso, Drivers Polarized  
6957: Satin Gun, 555nm Polarized  
6958: Espresso, Drivers  
6959: Satin Gun, Drivers  
6960: Shiny Black, Drivers Gradient



## Velocity Titanium

Base Curve: 8 Rx  
Temple Length: 130mm/Spring Hinges  
Lens Size: 60 x 39 x 62mm, DBL 16mm  
\*6935: Espresso, Drivers Gradient  
6691: Matte Black, Drivers Gradient  
6692: Gunmetal, Drivers Gradient  
GG6692: Gunmetal, 555nm



## Medium Aviator

Base Curve: 6 Rx  
Temple Length: 140mm/Spring Hinges  
Lens Size: 59.3 x 51.57 x 67.02mm, DBL 12.5mm  
\*6826: Henna, Drivers Gradient  
6936: Satin Gun, Sedona Polarized  
6783: Matte Black, Drivers Gradient  
6978: Shiny Gold, Drivers Gradient  
GG6785: Gunmetal, 555nm



## Large Aviator

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



# SPORT CLASSICS

Serengeti Sport Classics are so light and comfortable you might not realize you have them on. Everybody else will. Their visual impact is dramatic. Their technological edge remains unparalleled. Everything that you expect from Serengeti.

LIGHT HEAVYWEIGHTS



# SPORT CLASSICS

## Hurikanu

Base Curve: 8 Rx  
 Temple Length: 125mm/Spring Hinges  
 Lens Size: 56 x 37.5 x 56.5mm, DBL 17mm  
 \*6949: Espresso, Drivers Polarized  
 6534: Matte Black, Drivers  
 6535: Henna, Drivers  
 6669: Gunmetal, Sedona  
 GG6668: Gunmetal, 555nm



## Vedi

Base Curve: 8 Rx  
 Temple Length: 125mm/Spring Hinges  
 Lens Size: 57 x 33.75 x 59.3mm, DBL 18mm  
 \*6825: Henna, Drivers  
 6821: Henna, Drivers Polarized  
 6824: Shiny Black, Drivers  
 6951: Satin Gun, 555nm Polarized  
 6952: Satin Gun, Sedona Polarized  
 6984: Shiny Black, Sedona Polarized



## Corsa

Base Curve: 8 Rx  
 Temple Length: 125mm/Spring Hinges  
 Lens Size: 58 x 35.5 x 60.45mm, DBL 17mm  
 \*6955: Satin Gun, Sedona Polarized  
 6872: Henna, Drivers Polarized  
 6874: Henna, Drivers  
 6985: Satin Gun, Drivers  
 6986: Espresso, Drivers Polarized



## NEW Ronan

Base Curve: 8  
 Temple Length: 121mm  
 Lens Size: 62 x 34 x 64mm, DBL 16mm  
 \*6931: Slate, Drivers Polarized  
 6932: Tortoise, Drivers  
 6934: Satin Black, 555nm  
 6977: Tortoise, Sedona Polarized



## Bromo

Base Curve: 8 Rx  
 Temple Length: 115mm  
 Lens Size: 57.5 x 32.6 x 57.8mm, DBL 17mm  
 \*6944: Honey, Sedona Polarized  
 6768: Shiny Black, Sedona  
 6839: Shiny Black, Drivers Polarized  
 6943: Slate, Sedona Polarized  
 6980: Satin Black, 555nm  
 6981: Tortoise, Drivers





# SPORT CLASSICS

## Pisa

Base Curve: 8 Rx  
 Temple Length: 125mm  
 Lens Size: 62 x 35 x 64.0mm, DBL 14mm  
 \*6948: Shiny Black, 555nm Polarized  
 6823 : Shiny Black, Drivers Polarized  
 6835: Shiny Black, Drivers  
 6945: Tortoise, Sedona Polarized  
 6946: Slate, Sedona Polarized  
 6881: Tortoise with Black, Drivers



## Pisano

Base Curve: 8 Rx  
 Temple Length: 125mm  
 Lens Size: 54 x 34 x 58mm, DBL 16mm  
 \*6947: Tortoise, Sedona Polarized  
 6890: Shiny Black, 555nm Polarized  
 6891: Tortoise, Drivers Polarized  
 6982: Shiny Black, Sedona  
 6983: Tortoise, Drivers



## Summit

Base Curve: 8  
 Temple Length: 120mm  
 Lens Size: 60.5 x 39.25 x 60.5mm, DBL 11.5mm  
 \*6976: Matte Tortoise, Sedona  
 5602: Matte Black, Drivers  
 5603: Matte Black, Sedona



## Cascade

Base Curve: 8 Rx  
 Temple Length: 125mm  
 Lens Size: 62 x 36 x 64mm, DBL 16mm  
 \*6942: Shiny Black, Sedona Polarized  
 6941: Tortoise, Drivers Polarized





# CLASSICS

The classic appeal of the open road is only one of your options. No matter where your impulses take you, Serengeti Classic sunglasses improve the view.

TRAVEL WITH A NEW PERSPECTIVE

Actress Peta Wilson

Serengeti Padova



# CLASSICS

## Coupe

Base Curve: 8 Rx  
Temple Length: 135mm/Spring Hinges  
Lens Size: 58.5 x 39.3 x 69.5mm, DBL 14.5mm  
\*6937: Espresso, Drivers Polarized  
6790: Henna, Drivers  
6791: Matte Black, Drivers



## Cavallin

Base Curve: 8 Rx  
Temple Length: 130mm/Spring Hinges  
Lens Size: 53.5 x 31.3 x 54mm, DBL 17mm  
\*6856: Henna, Drivers  
GG6862: Gunmetal, 555nm



## Da Vinci

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



## Saraceno

Base Curve: 8 Rx  
Temple Length: 130mm/Spring Hinges  
Lens Size: 55.5 x 35 x 56.7mm, DBL 17mm  
\*GG6861: Gunmetal, 555nm  
6854: Henna, Drivers



## Prato

Base Curve: 8 Rx  
Temple Length: 135mm/Spring Hinges  
Lens Size: 54 x 32.3 x 54mm, DBL 16.6mm  
\*6789: Matte Black, Drivers  
6837: Henna, Drivers Polarized  
6788: Henna, Drivers  
GG6787: Gunmetal, 555nm





# CLASSICS

## Padova

Base Curve: 8 Rx  
Temple Length: 135mm/Spring Hinges  
Lens Size: 56 x 31.3 x 57.6mm, DBL 17.3mm  
\*6829: Henna, Drivers Polarized  
6828: Gunmetal, 555nm Polarized



## Autobahn

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



## Arezzo

Base Curve: 8 Rx  
Temple Length: 120mm  
Lens Size: 59 x 38.5 x 62mm, DBL 14mm  
\*6869: Shiny Black, 555nm Polarized  
6868: Tortoise w/Black, Drivers Polarized  
6870: Tortoise w/Black, Drivers  
6904: Shiny Black, Drivers Polarized  
GG6871: Shiny Black, 555nm



## Andros

Base Curve: 6 Rx  
Temple Length: 130mm/Spring Hinges  
Lens Size: 55 x 33 x 58mm, DBL 15mm  
\*6810: Tortoise, Drivers Polarized  
6808: Shiny Black, 555nm Polarized



## NEW Rieti

Base Curve: 6 Rx  
Temple Length: 130mm  
Lens Size: 54 x 32 x 55mm, DBL 15mm  
\*6878: Tortoise w/Black, Drivers  
6880: Shiny Black, Drivers





# COSMOPOLITAN



## *NEW Zina*

Base Curve: 6  
Temple Length: 135mm  
Lens Size: 59 x 35 x 63.4mm, DBL 16mm  
\*6961: Tortoise, Drivers  
6962: Shiny Black, Drivers Polarized  
6963: Tortoise, Sedona Polarized  
7000: Honey/Moss Horn, Drivers Gradient  
7009: Charcoal Horn, 555nm

Serengeti's Cosmopolitan sunglasses offer a most amazing mixture of elegance and functionality. Every bit of Serengeti technology is infused into these elegant frames. After all, seeing exceptionally well is just as important as looking exceptional.



## *NEW Sarca*

Base Curve: 8  
Temple Length: 130mm  
Lens Size: 55 x 35.6 x 58.4, DBL 15mm  
\*6965: Shiny Black, Drivers Polarized  
7001: Honey/Moss Horn, Drivers Gradient  
6964: Tortoise, Drivers  
6966: Tortoise, Sedona Polarized  
7010: Charcoal Horn, 555nm



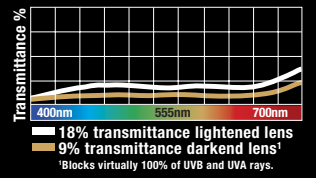
## SUPERLATIVES RICHLY DESERVED



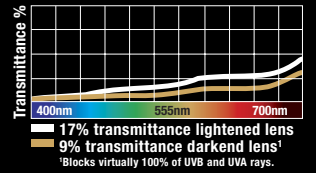
Serengeti PolarMax™ sunglasses are, in fact, even more than the name implies. PolarMax incorporates photochromic and polarized properties with the finest anti-glare coatings, all in a remarkably lightweight and shatter resistant lens. And just like our glass lenses, the photochromic and polarized technology is engineered directly into the lens for durability and visual superiority.



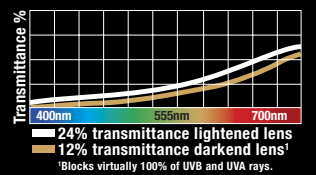
**POLARMAX™ CPG (Cool Photo Gray)** Light on weight, but not on performance, this lens combines ultra-lightweight polycarbonate lenses with exceptional polarization and photochromic properties.



**POLARMAX™ DRIVERS** The polycarbonate material makes it one-third the weight of a glass lens, but it still packs 100% pure Serengeti technology.



**POLARMAX™ ROSE** Serengeti adds to its legacy with this popular new color. Rose lenses are polarized, photochromic, and include an anti-reflective coating to help block glare from all angles.



### NEW POLARMAX™ ROSE

For 2006, Serengeti has expanded its

PolarMax line to include a highly

sought-after Rose polarized lens.

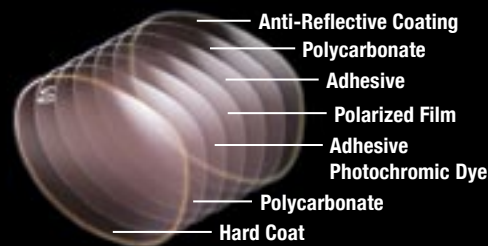
Like the Drivers and CPG lens, they also

feature photochromic lenses that

adjust to the changing light conditions

and include an anti-reflective coating

to help block glare from all angles.

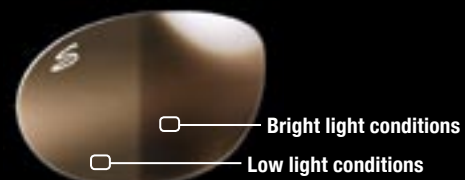


#### LAYERS OF PROTECTION

The PolarMax lens features polarized properties with a patented photochromic technology which is imbedded inside the lens to prevent scratching or distortion.

#### POLYCARBONATE LENS

Virtually shatterproof, ultra-lightweight and 20 times more impact resistant than glass.



#### PHOTOCHROMIC TECHNOLOGY

Serengeti's exclusive, photochromic lenses automatically darken in bright sunlight for superior definition and lighten in overcast conditions for needed contrast. With Serengeti, you're always wearing the right lens, no matter what the conditions.



#### ELIMINATE THE HARSH GLARE

Glare is an inevitable by-product of sunlight—light rays bounce off a reflective surface and produce glare. Could be the road, could be an oncoming car. But Serengeti's polarizing film removes glare as an uncomfortable factor in driving, and the eye fatigue it can cause. Available with every PolarMax product.

#### UV PROTECTION GOES BEYOND STANDARDS

The government and commercial bodies have set standards for UV protection in sunglasses. Then there are Serengeti's standards. They're like yours. They go beyond the basic level of expectation, eliminating virtually 100% of UVA and UVB rays. Our lenses also feature an anti-reflective coating on the back side to block additional glare and reflections.



**NEW Celcio**

Base Curve: 8  
Temple Length: 134mm  
Lens Size: 61.5 x 39 x 62mm, DBL 14mm  
\*6971: Graphite, Rose  
6969: Shiny Brown, Drivers  
6970: Slate, CPG  
7004: Bronze, Drivers  
7005: Translucent Smoke, CPG



**Nuvola**

Base Curve: 8  
Temple Length: 134mm  
Lens Size: 60 x 36 x 64mm, DBL 14mm  
\*7003: Translucent Smoke, CPG  
6864: Shiny Brown, Drivers  
6865: Shiny Black, CPG  
6968: Graphite, Rose  
7002: Bronze, Drivers



**NEW Argon**

Base Curve: 8  
Temple Length: 134mm  
Lens Size: 54.1 x 34.8 x 55mm, DBL 14mm  
\*7006: Tortoise, Drivers  
7007: Shiny Black, CPG  
7008: Honey, Rose



**Leggero**

Base Curve: 8  
Temple Length: 130/Spring Hinges  
Lens Size: 63.2 x 34.3 x 64.3mm, DBL 16mm  
\*6906: Espresso, Drivers  
6905: Gun Spark, CPG



**Alto**

Base Curve: 8  
Temple Length: 130mm/Spring Hinges  
Lens Size: 57 x 34 x 57mm, DBL 18mm  
\*6842: Henna, Drivers  
6843: Gunmetal, CPG





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\* Indicates items featured in this catalog



# 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](http://www.serengeti-eyewear.com).

**LIMITED WARRANTY** 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.

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**For product registration:** [www.serengeti-eyewear.com](http://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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- Extensive partnership with the industry expert in Rx lens development, SOLA Optical.
- Available in Single Vision and Progressive
- Our pledge for the highest in product quality and service.

Eyecare professionals may contact customer service at 888-838-1449 for ordering and additional program information.

**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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