



Under Armour Eyewear Hits the Road with Their First Mobile Marketing Vehicle

Melville, LI – Under Armour Eyewear, the worldwide leader in performance eyewear, is pleased to announce the launch of its first custom designed mobile marketing vehicle for East Coast activation programs.

The UA Eyewear branded 2016 Ram Rebel, a one-of-a-kind off-road design for the full-size truck segment, has a long itinerary that includes stops all along the Eastern Seaboard. These stops include D.C. to see the Washington Nationals, Baltimore to cheer on the hometown Orioles, PGA Tour tournaments, and University of Maryland and Naval Academy football games. The Ram Rebel will also travel to spring training in Florida and the Cal Ripken Little League World Series in 2017.

“We’re taking our UA Eyewear activation programs on the road, and we couldn’t be more excited about it” says, Scott Betty, Senior Vice President of Product & Marketing for UA Eyewear. “With this custom designed Ram Rebel truck, we are looking forward to interacting with our fans on a more personal level for a fun, interactive brand experience.”

One of the key goals for this program is continuing to educate consumers on the important role sport eyewear plays in protecting an athlete’s vision and improving performance. In addition, the truck will be utilized to showcase the newest Under Armour Eyewear products and technological innovations.

About Eyeking:

Eyeking, LLC is a fourth generation, award winning eyewear design firm that develops, markets and distributes globally, private label and licensed eyewear brands. Eyeking’s license partners include Under Armour Eyewear and Hobie Polarized.

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