



CARRERA

**WE ARE
OUT THERE
SINCE 1956**

1956



In 1956 Wilhelm Anger decides to name his sport goggles company after the longest, fastest, most dangerous race in the world, the Carrera Panamericana. Because that was the future. That was forward thinking, that was Out There.

1964

Optyl is patented; an innovative plastic that weighs 20% less than acetate and other thermoplastic materials, that is harder wearing, and that also adapts to the wearer's face.



1970



Carrera starts the production of ski helmets and goggles.

1974

The first-ever ski goggles with interchangeable lenses are introduced.



1977



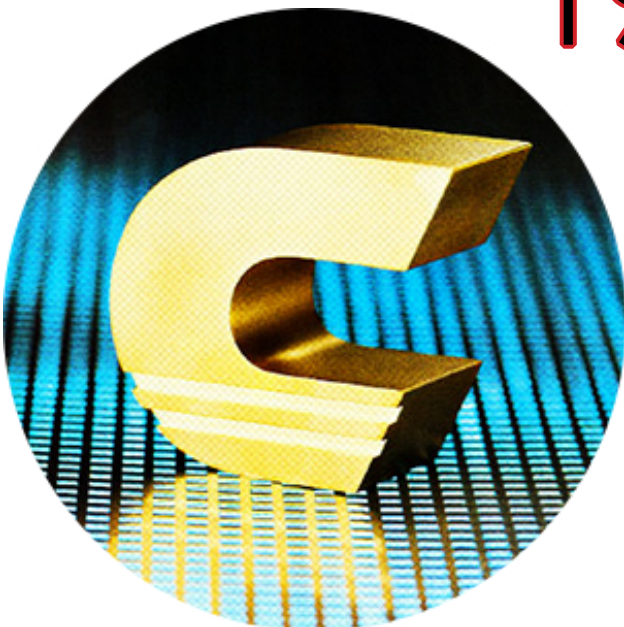
Carrera offers a new line of sports glasses.

1979

A revolutionary line of sunglasses is launched – the Carrera Porsche Design Collection. This collaboration with motorcar designer Ferdinand Alexander Porsche introduces the folding glasses, as well as the interchangeable lenses.



1981



Carrera launches the prescription frames. The Carrera sales network extends to 16 countries and the products are sold in 80 countries.

1986

Carrera presents two more exclusive product lines: the "Boeing" collection and the "Sunjet" collection.



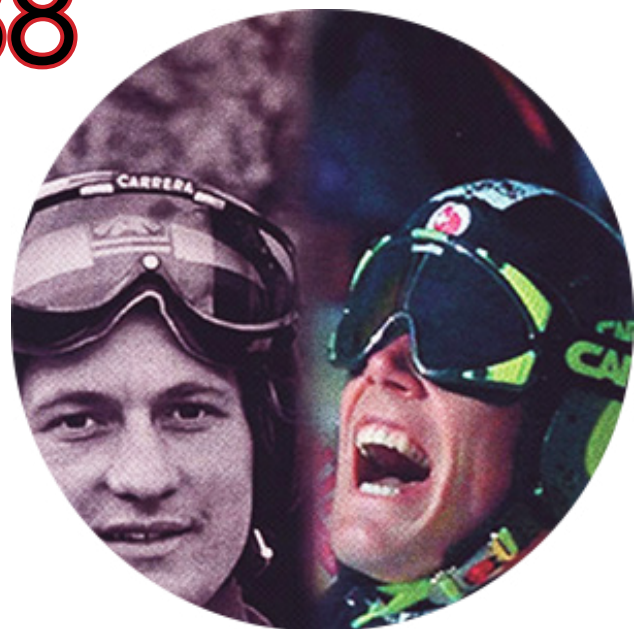
1987



Carrera becomes more actively involved in the world of sport, and is the only official sponsor of the America's Cup in Perth, Australia.

1988

During the Winter Olympics in Calgary, Carrera ski masks were the most represented on the podia. Carrera also experienced success alongside Gherard Berger in Formula 1.



1989



The cycling collection is launched at the historic Paris-Roubaix race. CARRERA was confirmed the largest producer of ski masks during the World Cup ski championships.

1990

The cycling goggles and helmet collection is first introduced.



1992-94



Carrera wins three gold medals at the Winter Olympics in Lillehammer thanks to Vreni Schneider (SUI) and Thomas Stangassinger (AUT) in slalom, and Jens Weißflog (GER) in ski jumping.

1996

Carrera enters the Safilo Group, leading company in the field of high-quality frames.



1997

Carrera takes part in the Giro Italia (Tour of Italy) supporting the best teams of cyclists.



2000

Austrian athlete Hermann Mayer wins the World Cup.



2002



Carrera sponsors the best riders in the motorcycle circuit. Among these are Max Biaggi, Marco Melandri, Roberto Locatelli, and Loris Capirossi.

2005

Carrera presents the ultimate outcome in innovation technology: the Fiber helmet.



2006

Carrera celebrates its 50th anniversary.



2007

Carrera relaunches the Champion, its first iconic style.



2008

Carrera takes on a leading role in the fashion world, launching heritage models like Champion Endurance and Safari, following the big success of the Champion.



2009

Carrera re-launches into optical glasses matching the style and edge of the sunglasses collections.



2010



Carrera launches in the US and continues its incredible success.

2011

Carrera re-launches iconic styles like the Carrera 86, alongside an updated version of the original packaging.



2012

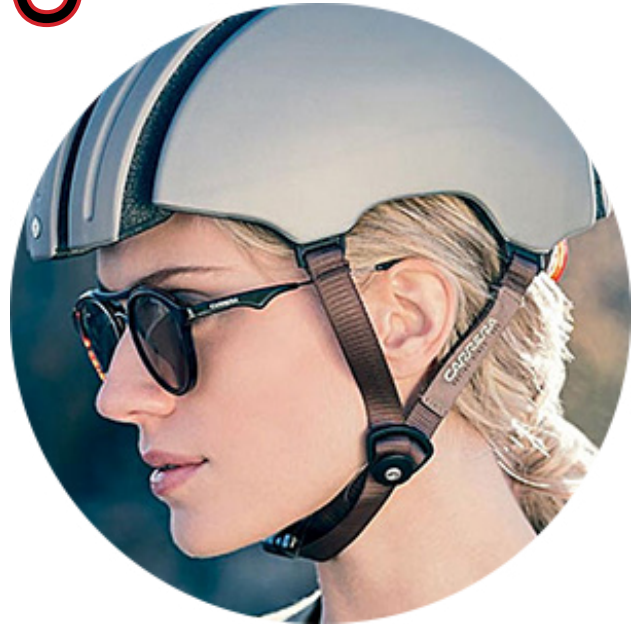


The Carrera 6000 series is launched. Made in Optyl with distinctive design features, such as the bone temple, the Carrera 6000 is one of Carrera's most popular models to date.

2013

From now on, Carrera revolution in the city bike protection is called 'foldable' helmet! What is cool is that it doesn't come alone, as the exclusive premium version of this amazing helmet is combined with the new Carrera 6008 sunglasses, a very iconic model inspired by the most peculiar history of the brand. This is the year of the Carrera 80 as well.

This iconic model is an almost exact replica of the original Carrera 80 aviator. The frame is incredibly light and has a classic double bridge with removable cover sporting the Carrera Victory C logo.



2014

Carrera and Jimmy Choo announces the launch of an exclusive capsule collection of Carrera by Jimmy Choo sunglasses for Men, following the success of the Carrera by Jimmy Choo Women's capsule collection of sunglasses launched last year.



2015

Carrera is rewriting its own history and improving on the past by infusing its iconic Champion model with new proportions, creating a perfect fit and a contemporary flair.



☒ Set off on a memorable coast to coast trip.

AFTER ALL,
NO REGRETS.

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SINCE 1956

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CARRERA
RACING SUNGLASSES SINCE 1956
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