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## Edel-Optics offers unique Motorsport experience at Race Of Champions 2019



Hamburg (ots) -

The multichannel optician will be the official partner of the motorsport event Race Of Champions (ROC) for the first time.

On January 19/20, 2019, race drivers participating in ROC will compete at Mexico City's Foro Sol stadium. Some of the drivers who have already confirmed their participation in the upcoming jubilee edition are Formula 1 driver Sebastian Vettel and Mick Schumacher, son of motorsport legend Michael Schumacher, so the competition is not only a battle between different racing series, but also between different generations.

ROC founder Fredrik Johnsson is looking forward to ROC's 30th anniversary: "Milestone birthdays need to be celebrated fittingly and we wanted that extra something for our international high-class event. Edel-Optics is our perfect partner here. A globally successful company with high quality standards. ROC and Edel-Optics are the perfect match!"

Edel-Optics as partner supplies the perfect eyewear

The multichannel optician managed to gain ROC's trust with its largest designer eyewear range in Europe and its collaborations with well-known personalities, and it will provide some of the participating race drivers with sun glasses specially designed for ROC. "Sun glasses and motorsport have a long history that has shaped entire brands. Race drivers with cool sun glasses do not only represent a certain lifestyle, but the quality of the glasses also plays an important role here, so ROC is perfect for us to position ourselves in this environment", says Dennis Martens, Founder/Managing Director of Edel-Optics.

Two models will be launched on this occasion: the strictly limited ROC Limited Edition and the ROC Fan Edition. These models will be available at the Edel-Optics Onlineshop starting from January 19, 2019 (while supplies last).

For further information, please go to <https://www.edel-optics.co.uk/press-center/press-releases/>

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#### Medieninhalte



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