VF Licensed Sports Group

DEALER BRANDED APPAREL

SUMMER 2015 PRINTABLES
SPRING 2015 EMBROIDERY
WINTER 2015 EMBROIDERY
SPRING 2016 EMBROIDERY

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HAIR/MAKEUP
BRANDI TORT

SPECIAL THANKS
LODIS ACCESSORIES, INC.

WE ARE RADICALLY FREE
WE LIVE THROUGH EVERY RIDE
WE ARE COURAGEOUSLY REAL
WE ARE BIKERS UNLEASHED

DESIGNED BY
RIDERS FOR RIDERS™

BIKER BUILT TEE UNLEASHED FOR THE RIDE

- Reinforced shoulder taping provides superior durability
- Tailored shoulder and curved armholes create a broader range of movement
- No side seams minimizes friction.
- Generous length helps keep your shirt tucked in
- Ring spun cotton for a soft, comfortable feel
- Classic colors with consistent pigment quality.

POINT OF PURCHASE DISPLAYS

PRINT AD

BIKER BUILT
BE A BAD ASS DEALER

Biker Built is committed to bringing customers through your door. Our campaign includes getting the word out about Biker Built with web and print advertising as well as social networking.

We're getting into the trenches and marketing our product at several rallies this year, educating riders about our unrivaled tee and what makes our handcrafted artwork unique.

We'll support your purchases with custom sized posters and rack toppers designed to grab your customers' attention as soon as they walk into your dealership.

Take advantage of these opportunities to make sure that everyone who comes into your dealership leaves with a Biker Built tee and a Bad Ass attitude.

www.facebook.com/BikerBuilt

@bikerbuilt

See Biker Built in action!

 # Biker Built

ON MODEL: DECADENT SOUL 5503: S-XL, 55X3: 2XL-3XL / Black (HB0U)

001

002

003

001 FEAR AND RIDING DON'T MIX

SHORT SLEEVE CREW NECK JERSEY TEE
5503: S-XL; 55X3: 2XL-3XL; 5XX3: 4XL-5XL / Black (HB0N)

002 WARRIORS OF THE RIDE

SHORT SLEEVE CREW NECK JERSEY TEE
5503: S-XL; 55X3: 2XL-3XL; 5XX3: 4XL-5XL / Black (HB0Y)

003 PURE EXCELLENCE

SHORT SLEEVE CREW NECK JERSEY TEE
5503: S-XL; 55X3: 2XL-3XL; 5XX3: 4XL-5XL / Black (HB0J)

004 THERE ARE NO RULES

SHORT SLEEVE CREW NECK JERSEY TEE
5503: S-XL; 55X3: 2XL-3XL; 5XX3: 4XL-5XL / Black (HB0Z)

004

005 *FLAME JUNCTION*

SHORT SLEEVE CREW NECK JERSEY TEE
5503: S-XL; 55X3: 2XL-3XL; 5XX3: 4XL-5XL / Black (HB0Q)
REFLECTIVE

HARLEY-DAVIDSON
MOTOR
HARLEY-DAVIDSON
CYCLES
MOTORCYCLES
HARLEY-DAVIDSON
CYCLES

006 ITS A WAY OF LIFE

SHORT SLEEVE CREW NECK JERSEY TEE
5503: S-XL; 55X3: 2XL-3XL; 5XX3: 4XL-5XL / Black (HB0P)

007

008

009

010

007 STEEL CLASSIC

SHORT SLEEVE CREW NECK SYNTHETIC TEE WITH WICKING

5CA2: S-XL; 5XA2: 2XL-3XL / Black (HC0Z)

008 HISTORIC STEEL

SHORT SLEEVE CREW NECK JERSEY TEE

5503: S-XL; 55X3: 2XL-3XL; 5XX3: 4XL-5XL/ Black (HC04)

009 FREEDOM VIBE

SHORT SLEEVE CREW NECK JERSEY TEE

5503: S-XL; 55X3: 2XL-3XL; 5XX3: 4XL-5XL / Black (HB0R)

010 EAGLE UTOPIA

SHORT SLEEVE CREW NECK JERSEY TEE

5871: S-XL; 58Z1: 2XL-3XL / Black (HB0V)

LIGHTWEIGHT

011

012

013

011 ANGEL OF SMOKE

SHORT SLEEVE CREW NECK JERSEY TEE

5503: S-XL; 55X3: 2XL-3XL; 5XX3: 4XL-5XL / Black (HC0V)

012 NIGHT BIKER

SHORT SLEEVE CREW NECK JERSEY TEE

5503: S-XL; 55X3: 2XL-3XL; 5XX3: 4XL-5XL / Black (HB0T)

013 DECADENT SOUL

SHORT SLEEVE CREW NECK JERSEY TEE

5503: S-XL; 55X3: 2XL-3XL / Black (HB0U)

014 HOT RIDE

SHORT SLEEVE CREW NECK JERSEY TEE

5503: S-XL; 55X3: 2XL-3XL; 5XX3: 4XL-5XL / Black (HB0M)

014

015

016

017

018

015 GOLD FIRE

SHORT SLEEVE CREW NECK JERSEY USA TEE

5K18: S-XL; 5K8X: 2XL-3XL / Black (HB0X)

MADE IN USA

016 ALL FOR VICTORY

SHORT SLEEVE CREW NECK JERSEY TEE

5503: S-XL; 55X3: 2XL-3XL; 5XX3: 4XL-5XL / Black (HB0S)

017 PURE STEEL

SHORT SLEEVE CREW NECK JERSEY TEE

5871: S-XL; 58Z1: 2XL-3XL / Black (HB0W)

LIGHTWEIGHT

018 DIRTY AIR

SHORT SLEEVE CREW NECK JERSEY TEE

5503: S-XL; 55X3: 2XL-3XL; 5XX3: 4XL-5XL / Black (HB0L)

019 IDEAL EAGLE

SHORT SLEEVE CREW NECK JERSEY TEE

5504: S-XL; 55X4: 2XL-3XL; 5XX4: 4XL-5XL / White (HC05)

SUNLIGHT SENSITIVE

020 MASTER RIDER

SHORT SLEEVE CREW NECK SYNTHETIC TEE WITH WICKING

5B36: S-XL; 5X6B: 2XL-3XL / Blue Heather (HB0K)

021 EYE OF THE EAGLE

SHORT SLEEVE CREW NECK JERSEY TEE

5504: S-XL; 55X4: 2XL-3XL; 5XX4: 4XL-5XL / Bright Cardinal (HC0A)

022

023

024

022 ENGINE CONTROL

SHORT SLEEVE CREW NECK JERSEY USA TEE

5K18: S-XL; 5K8X: 2XL-3XL / White (HC0T)

MADE IN USA

023 ATHLETIC LEGENDARY

SHORT SLEEVE CREW NECK JERSEY TEE

5504: S-XL; 55X4: 2XL-3XL; 5XX4: 4XL-5XL

Traditional Navy (HC07)

024 RUSTIC SIGN

SHORT SLEEVE CREW NECK JERSEY TEE

5504: S-XL; 55X4: 2XL-3XL; 5XX4: 4XL-5XL

Flame Orange (HC09)

025 ROAD ROAR

SHORT SLEEVE CREW NECK JERSEY TEE

5504: S-XL; 55X4: 2XL-3XL; 5XX4: 4XL-5XL

Charcoal Heather (HC0E)

025

026

026

027

028

026 JUST LIKE THIS

SHORT SLEEVE CREW NECK JERSEY TEE

5504: S-XL; 55X4: 2XL-3XL; 5XX4: 4XL-5XL

New Texas Orange (HC08)

027 REASON FREE

SHORT SLEEVE CREW NECK JERSEY TEE

5504: S-XL; 55X4: 2XL-3XL; 5XX4: 4XL-5XL / Moss Green (HC0D)

028 MOMENT OF GREATNESS

SHORT SLEEVE CREW NECK JERSEY TEE

5504: S-XL; 55X4: 2XL-3XL; 5XX4: 4XL-5XL / Dark Cardinal (HC0B)

029 RIDERS LIFE

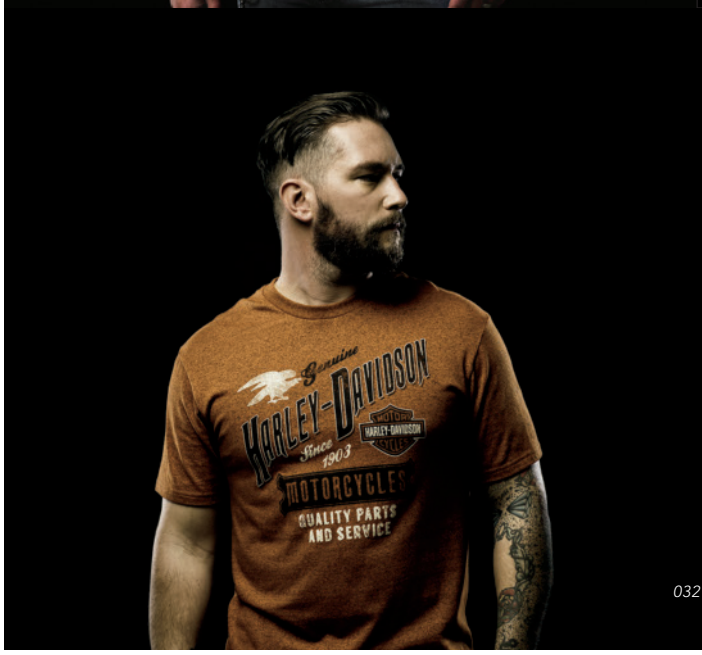
SHORT SLEEVE CREW NECK JERSEY TEE

5504: S-XL; 55X4: 2XL-3XL; 5XX4: 4XL-5XL/ Blue Graphite (HC06)

029

030

031



032

033

030 LABEL METAL

SHORT SLEEVE CREW NECK JERSEY TEE

5B29: S-XL; 5XB9: 2XL-3XL / Red Pepper Marled (HC0X)

032 BURNING RUBBER

SHORT SLEEVE CREW NECK JERSEY TEE

5B29: S-XXL; 5XB9: 2XL-3XL / Orange Pepper Marled (HCOU)

031 CHARCOAL RIDE

SHORT SLEEVE CREW NECK JERSEY TEE

5B29: S-XL; 5XB9: 2XL-3XL / Black Marled (HC0W)

033 SENSATIONAL LEGEND

SHORT SLEEVE CREW NECK JERSEY TEE

5B29: S-XL; 5XB9: 2XL-3XL / Green Pepper Marled (HC0Y)

ON MODEL: SENSATIONAL LEGEND 5829: S-XL; 5XB9: 2XL-3XL / Green Pepper Marled (HC0Y)

034 *WE ARE LOUDER*

SHORT SLEEVE CREW NECK JERSEY POCKET TEE

5508: S-XL; 55X8: 2XL-3XL: 5XX8: 4XL-5XL / Black (HA43)

035 *RIDE A REAL MACHINE*

SHORT SLEEVE CREW NECK JERSEY POCKET TEE

5508: S-XL; 55X8: 2XL-3XL; 5XX8: 4XL-5XL / White (HA44)

036 *MOTOR IN MOTION*

SHORT SLEEVE CREW NECK JERSEY POCKET TEE

5508: S-XL; 55X8: 2XL-3XL; 5XX8: 4XL-5XL
Blue Graphite (HC0F)

038

037 CHROME POCKET

SHORT SLEEVE CREW NECK JERSEY POCKET TEE

5508: S-XL; 55X8: 2XL-3XL; 5XX8: 4XL-5XL

Flame Orange (HC0G)

038 ONE OF A KIND RIDE

SHORT SLEEVE CREW NECK JERSEY POCKET TEE

5508: S-XL; 55X8: 2XL-3XL; 5XX8: 4XL-5XL

Charcoal Heather (HB0H)

039

040

041

039 FIGHTING RUBBER

CREW NECK JERSEY TANK

5500: S-XL; 55X0: 2XL-3XL / White (HC0J)

040 ABSOLUTE CONFIDENCE

CREW NECK JERSEY MUSCLE TEE

5501: S-XL; 55X1: 2XL-3XL; 5X01: 4XL-5XL / Bright Cardinal (HC0K)

041 FIST OF IRON

CREW NECK JERSEY TANK

5500: S-XL; 55X0: 2XL-3XL / Black (HC0H)

042 FLY THE FURY

CREW NECK JERSEY MUSCLE TEE

5501: S-XL; 55X1: 2XL-3XL; 5X01: 4XL-5XL / Classic Gray (HC0L)

042

ON MODEL: HISTORIC STEEL 5503: S-XL; 55X3: 2XL-3XL / Black (HC04)

043

043 ENDLESS HIGHWAY

CREW NECK JERSEY POCKET MUSCLE TEE

5502: S-XL; 55X2: 2XL-3XL; 55Z2: 4XL-5XL

White (HC0M)

044

044 CHROME POWER

CREW NECK JERSEY POCKET MUSCLE TEE

5502: S-XL; 55X2: 2XL-3XL; 55Z2: 4XL-5XL

Charcoal Heather (HC0N)

045

046

045 PRIDE AND DISCIPLINE

LONG SLEEVE CREW NECK JERSEY POCKET TEE WITH CUFFS

5512: S-XL; 5X12: 2XL-3XL; 5Z12: 4XL-5XL / Steel Heather (HC0Q)

046 RIDE THE ASPHALT

LONG SLEEVE CREW NECK JERSEY TEE WITH CUFFS

5510: S-XL; 5X10: 2XL-3XL; 5XX0: 4XL-5XL / Classic Gray (HC0P)

047 INVINCIBLE FIRE

LONG SLEEVE CREW NECK JERSEY TEE WITH CUFFS

5510: S-XL; 5X10: 2XL-3XL; 5XX0: 4XL-5XL / White (HA45)

047

048 ROAD CYNIC

LONG SLEEVE HOODED FLEECE PULLOVER WITH POUCH POCKET
5642: S-XL; 5X42: 2XL-3XL; 5XX2: 4XL-5XL / Steel Heather (HC0R)

049 PAVEMENT ERUPTION

LONG SLEEVE HOODED FLEECE FULL-ZIP WITH POUCH POCKET
5693: S-XL; 5X93: 2XL-3XL; 5Z93: 4XL-5XL / Black (HC0S)

ON MODEL: RIDE REBIRTH 5W27: XS-XXL; 5XW7: 1X-3X / Black / Charcoal Heather-Black (HA4W)

050

050 *BY WINGS*

V-NECK STRETCH JERSEY TANK

5W22: XS-XXL; 5XW2: 1X-3X / Radiant Orchid/Black (HA4P)

RHINESTONES

051

051 *HISTORIC VOYAGE*

SHORT SLEEVE CLASSIC CREW NECK JERSEY TEE

5J27: XS-XXL; 5XJ7: 1X-3X / Margarita (HA4R)

ON MODEL: ATTITUDE GIRL 5V29: XS-XXL; 5XV9: 1X-3X / Porcelain Rose/Black (HA4L)

052

053

054

052 ATTITUDE GIRL

SWEETHEART NECK STRETCH JERSEY TUBE TOP WITH SHELF BRA

5V29: XS-XXL; 5XV9: 1X-3X / Porcelain Rose/Black (HA4L)

053 MOTORCYCLE ANGEL

SHORT SLEEVE V-NECK SYNTHETIC TEE WITH WICKING

5W25: XS-XXL; 5XW5: 1X-3X / Porcelain Rose Heather (HA4V)

054 STOP ACTION

LONG SLEEVE FULL-ZIP SUEDED JERSEY HOODIE WITH POUCH POCKET

5B34: XS-XXL; 5X4B: 1X-3X / Black (HA53)

055 *IT'S A BREEZE*

1/2-SLEEVE RAGLAN SCOOP NECK RELAXED FIT TEXTURED JERSEY TEE WITH HIGH-LOW CURVED HEM

5W24: XS-XXL; 5XW4: 1X-3X / Charcoal Blurry/Florida Keys Blurry (HA4T)

056 ASPHALT POSSE

SCOOP NECK RACERBACK TRI-BLEND JERSEY TANK WITH CURVED HEM

5V24: XS-XXL; 5XV4: 1X-3X / Ibis Rose Heather (HA4G)

057 *IMPLIED WINGS*

SCOOP NECK STRETCH JERSEY SKINNY STRAP TANK WITH CONTRAST PIECING

5V27: XS-XXL; 5XV7: 1X-3X / Black/White (HA4M)

057

058 DANGEROUS HEARTS

SQUARE NECK COLORBLOCKED STRETCH JERSEY TANK WITH RUCHING

5W21: XS-XXL; 5XW1: 1X-3X / Black/Ibis Rose (HA4N)

058

059 RIDE REBIRTH

SHORT SLEEVE SCOOP NECK STRIPED JERSEY TEE WITH HIGH-LOW HEM

5W27: XS-XXL; 5XW7: 1X-3X / Black/Charcoal Heather-Black (HA4W)

059

060

061

062

060 WHAT A WONDER

OPEN NECK JERSEY MUSCLE TEE

5V25: XS-XXL; 5XV5: 1X-3X / Black (HA4K)

061 BORN TO BE BAD

SHORT SLEEVE DEEP V-NECK JERSEY TEE

5B38: XS-XXL; 5X8B: 1X-3X / Charcoal Heather (HA4D)

062 WILD ALL OVER

SCOOP NECK RIB TANK

5L17: XS-XXL; 5L7X: 1X-3X; Black (HA4F)

063 FEMININE FUEL

LONG SLEEVE SCOOP NECK JERSEY TEE WITH CONTRAST PIECING, CUFFS AND THUMBHOLES

5B33: XS-XXL; 5X3B: 1X-3X / Black/Tangerine Tango/White (HA52)

063

ON MODEL: WHAT A WONDER 5V25: XS-XXL; 5XV5: 1X-3X / Black (HA4K)

ON MODEL: ROAD REVOLUTION 5W23: XS-XXL; 5XW3: 1X-3X / Rich Red/ Black (HA4Q)

064 DUST CLOUD

SHORT SLEEVE OPEN NECK JERSEY TEE WITH CONTRAST STITCHING

5W26: XS-XXL; 5XW6: 1X-3X / Sport Blue/Almond (HA4Z)

066 ROAD REVOLUTION

SCOOP NECK STRETCH JERSEY TANK

5W23: XS-XXL; 5XW3: 1X-3X / Rich Red/Black (HA4Q)

065 HIGHWAY DREAMS

SHORT SLEEVE DEEP V-NECK JERSEY TEE

5C31: XS-XXL; 5X1C: 1X-3X / White (HA56)

067 HEART EXHIBIT

SHORT SLEEVE DEEP CROSSOVER V-NECK JERSEY TEE

5B31: XS-XXL; 5X1B: 1X-3X / Rich Red/Black (HA4Y)

068

069

070

071

068 BETTER PERFORMANCE

LONG SLEEVE FULL-ZIP FLEECE HOODIE WITH POUCH POCKET

5F23: XS-XXL; 5XF3: 1X-3X / Black (HA54)

069 END AROUND

SCOOP NECK ADJUSTABLE SPAGHETTI STRAP STRETCH JERSEY TANK

5R23: XS-XXL; 5XR3: 1X-3X / Black (HA4C)

070 ANY TIME ANY WHERE

SHORT SLEEVE SCOOP NECK OIL WASH JERSEY TEE

5W29: XS-XXL; 5XW9: 1X-3X / Wild Apricot (HA4U)

071 VICTORY ADVANTAGE

SHORT SLEEVE DEEP V-NECK JERSEY TEE

5M17: XS-XXL; 5M7X: 1X-3X / Black (HA4X)

RHINESTONES

072

072 AWESOME STUFF

SHORT SLEEVE SCOOP NECK JERSEY TEE WITH RAW EDGE DETAIL

5B32: XS-XXL; 5X2B: 1X-3X / Black (HA51)

073 ENGINE FANTASY

SHORT SLEEVE DEEP V-NECK DIP DYED JERSEY TEE

5R29: XS-XXL; 5XR9: 1X-3X / Ash-Black Ombre (HA55)

074 GORGEOUS RIDE

DEEP V-NECK JERSEY TANK

5L15: XS-XXL; 5L5X: 1X-3X / Lemon Zest (HA4H)

076 IT'S MAGICAL

LONG SLEEVE DEEP V-NECK JERSEY TEE WITH CUFFS AND THUMBHOLES

5U15: XS-XXL; 5U5X: 1X-3X / Black (HA4E)

075 ACTION ATTRACTION

SHORT SLEEVE SCOOP NECK RIB TEE

5N16: XS-XXL; 5N6X: 1X-3X / Very Berry (HA4S)

077 FEARLESS BONES

V-NECK JERSEY TANK

5V28: XS-XXL; 5XV8:1X-3X / Aqua (HA4J)

NEON NAILHEADS

ON MODEL: GORGEOUS RIDE 5L15: XS-XXL; 5L5X: 1X-3X / Lemon Zest (HA4H)

071 HAND OFF

SHORT SLEEVE CREW NECK JERSEY TEE

5547: 2T/3T, XS (5Y), S (8Y), M (10Y), L (14Y) / Black (HU01)

072

072 CORE COMMITMENT

SHORT SLEEVE CREW NECK JERSEY TEE

5547: 2T/3T, XS (5Y), S (8Y), M (10Y), L (14Y) / Flame Orange (HW01)

073 EAT ASPHALT

SHORT SLEEVE CREW NECK JERSEY TEE

5547: 2T/3T, XS (5Y), S (8Y), M (10Y), L (14Y) / Black (HV01)

073

074 SUPERCHARGED PERFORMANCE

SHORT SLEEVE CREW NECK JERSEY TEE

5547: 2T/3T, XS (5Y), S (8Y), M (10Y), L (14Y) / Deep Blue (HX01)

075

075 BREAK IT OUT

LONG SLEEVE CREW NECK JERSEY TEE WITH CUFFS

5531: 2T/3T, XS (5Y), S (8Y), M (10Y), L (14Y) / Black (HY01)

076

076 HEAVY DUTY PERFORMANCE

LONG SLEEVE CREW NECK JERSEY TEE WITH CUFFS

5531: 2T/3T, XS (5Y), S (8Y), M (10Y), L (14Y) / Charcoal Heather (HZ01)

077 HAVE ATTITUDE

SHORT SLEEVE CREW NECK JERSEY TEE

5Q04: XS (4/5), S (6/6X), M (7/8), L (10/12) / Tahiti Blue (HU03)

078

079

078 CLEAR VICTORY

SHORT SLEEVE CREW NECK JERSEY TEE

5Q04: XS (4/5), S (6/6X), M (7/8), L (10/12) / Lilac (HT03)

079 SOFT SCRIPT

LONG SLEEVE CREW NECK JERSEY TEE

5B26: XS (4/5), S (6/6X), M (7/8), L (10/12) / Hot Pink (HV03)

080 CRUISING STYLE

SHORT SLEEVE CREW NECK JERSEY TEE

5Q04: XS (4/5), S (6/6X), M (7/8), L (10/12) / Neon Yellow (HS03)

080

PRINTABLES CUSTOMIZATIONS

- All of our Dealer Imprints will be color matched to the front of the garment.
- We reserve the right to change colors in order to meet minimums.

FULL BACK PRINTS

FULL: Full color, full size

W/C: Full color, reduced size

FULL: One color, full size

SIZE	PRICE	MINIMUM PIECES / COLOR	
Full	$2.25 ea.	192	24
Full - One color	$2.25 ea.	96	24
Full - Reflective	$2.50 ea.	192	24
W/C	$2.25 ea.	96	24
W/C Reflective	$2.50 ea.	96	24
W/C Bling	$3.00 ea.	96	24

TAG PRINTS

TAG: Full color

TAG: Full Color Bling

SIZE	PRICE	MINIMUM PIECES / COLOR	
Tag - One color	$2.00 ea.	96	24
Tag - Full color	$2.25 ea.	96	24
Tag - Bling	$3.00 ea.	96	24
Tag - Reflective	$2.50 ea.	48	24

SLEEVE & TAIL PRINTS

SLEEVE: One color, standard sleeve size

TAIL: Full color

SIZE	PRICE	MINIMUM PIECES / COLOR	
Sleeve - One color	$2.00 ea.	48	24
Tail - Full color	$2.25 ea.	48	24
Tail - One color	$2.00 ea.	48	24

TEXT TAG & TAIL PRINTS

TEXT: One color

SIZE	PRICE	MINIMUM PIECES / COLOR	
Text - One color	$1.75 ea.	48	24

Text / One Color: Can be used as tag or tail prints.You can choose your font style; Scripty, Bold, Gothic, Old English or Feminine. 48 piece min. per location. **Tag & Tail / Full Color:** Available in the fonts noted on each design. **Tag & Tail / One Color:** You can choose your font style; Scripty or Bold. **Note:** Our tag prints are placed on the back of each garment just below the collar.

FULL COLOR

GOTHIC FONT AVAILABLE ON MOST FULL AND W/C FULL COLOR STOCK BACK PRINTS. IMPRINTS WILL BE COLOR MATCHED TO FRONT PRINT. ALL "S" TAGS ARE ONE COLOR.

CLASSIC BANNER

S1 - Full S1 - Tag
S1 - W/C S1 - Slv

NEW FONT

B & S

S2 - Full S2 - Tag
S2 - W/C S2 - Slv

Available in normal and horizontal font

PLATED

S20 - Full S20 - Tag
S20 - W/C S20 - Slv

LET'S ROLL

S25 - Full S25 - W/C

NEW FONT

BRUSHED TRADITION

S26 - Full S26 - Tag
S26 - W/C S26 - Slv

Available in normal and horizontal font

STATEMENT

S29 - Full S29 - W/C

State will change based on dealership location

ROAD AWAITS

S42 - Full S42 - W/C

TRADITION

S43 - Full S43 - W/C

IMPACT TORCH

S44 - Full S44 - W/C

No BP Color, only available in font shown

BONE FACTORY

S45 - Full S45 - W/C

#1 FLAME

S51 - Full S51 - W/C

FULL COLOR

GOTHIC FONT AVAILABLE ON MOST FULL AND W/C FULL COLOR STOCK BACK PRINTS. IMPRINTS WILL BE COLOR MATCHED TO FRONT PRINT. ALL "S" TAGS ARE ONE COLOR.

#1 RACING

S53 - Full S53 - Tag
S53 - W/C

Only available in font shown

STONE B&S

S55 - Full S55 - Tag
S55 - W/C S55 - Slv

RUSTIC SIGN

S58 - Full S58 - Tag
S58 - W/C S58 - Slv

Only available in font shown

B&S ENGINE

S62 - Full S62 - Tag
S62 - W/C

EAGLE COASTAL

S68 - Full S68 - W/C

Only available in font shown

EAGLE MOUNTAIN

S71 - Full S71 - W/C

Only available in font shown

PATRIOTIC FACT

S73 - Full S73 - Tag
S73 - W/C

Available in normal and cursive font

TRIBAL B&S

S75 - Full S75 - Tag
S75 - W/C

Available in normal and cursive font

EMBOSSED EAGLE

S76 - Full S76 - W/C

Available in normal and cursive font

NEW FONT

STEEL H-D®

S80 - Full S80 - W/C

Available in normal, cursive and horizontal font

OLD SCHOOL PINUP

S81 - Full S81 - W/C

Available in normal and cursive font

VINTAGE FLAG

S82 - Full S82 - W/C

Flag will change based on dealership location pending licensing approval.

FULL COLOR

GOTHIC FONT AVAILABLE ON MOST FULL AND W/C FULL COLOR STOCK BACK PRINTS. IMPRINTS WILL BE COLOR MATCHED TO FRONT PRINT. ALL "S" TAGS ARE ONE COLOR.

LICENSE PLATE

S83 - Full S83 - W/C

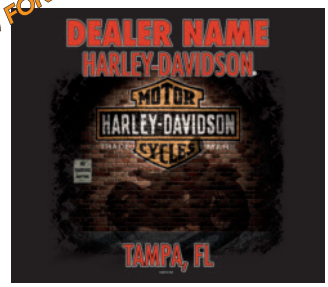
Only available in font shown, graphic will change based on dealership location pending licensing approval.

CARBON B&S

S84 - Full S84 - W/C

Available in normal and cursive font

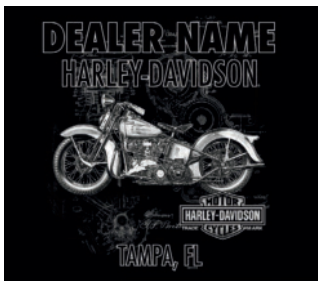
NEW FONT



SHADOW BIKE

S87 - Full S87 - W/C

Available in normal, cursive and horizontal font



BIKE BLUE PRINT

S91 - Full S91 - W/C

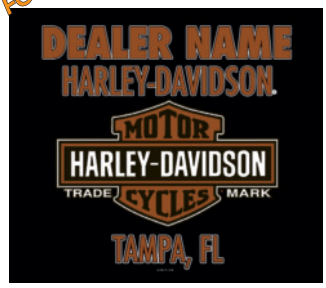
No BP color, only available in font shown

SUNSET CHROME

S93 - Full S93 - W/C

T60 - Tag

NEW FONT



VINTAGE B&S

S94 - Full S94 - W/C T61 - Tag

Available in normal, cursive and horizontal font

RACING EAGLE

S95 - Full S95 - W/C

S95 - Tag

PAINTED TANK

S97 - Full S97 - W/C

CHROME PIPES

SA2 - Full SA2 - W/C

WILLIE G PLATED

SA3 - Full SA3 - W/C

SA3 - Tag

NEW

EAGLE LANDING

SA6 - Full SA6 - W/C

Available in normal and cursive font

FULL COLOR

GOTHIC FONT AVAILABLE ON MOST FULL AND W/C FULL COLOR STOCK BACK PRINTS. IMPRINTS WILL BE COLOR MATCHED TO FRONT PRINT. ALL "S" TAGS ARE ONE COLOR.

NEW

BEACH BIKE

SA7 - Full SA7 - W/C

Available in normal and cursive font

NEW

RIVER BIKE

SA8 - Full SA8 - W/C

Available in normal and cursive font

ONE COLOR

GOTHIC FONT AVAILABLE ON MOST FULL AND W/C FULL COLOR STOCK BACK PRINTS. IMPRINTS WILL BE COLOR MATCHED TO FRONT PRINT. ALL "S" TAGS ARE ONE COLOR.

OLD ENGLISH

S41 - Full S41 - Tag
S41 - W/C S41 - Slv

B&S

S48 - Full S48 - Tag
S48 - W/C S48 - Slv

VINTAGE B&S

S52 - Full S52 - Tag
S52 - W/C S52 - Slv

FEMININE FONT

S57 - W/C - F

WILLIE G

S60 - Full S60 - Tag
S60 - W/C

OLD SCHOOL SCROLL

S63 - W/C

Available in normal & cursive font

WINGED B&S

S66 - W/C

Available in normal & cursive font

ROSES & BARB WIRE

S78 - W/C

Available in normal & cursive font

LONG B&S WEATHERED

S85 - Full S85 - Tag
S85 - W/C

Only available in font shown

DIVINENESS

S88 - W/C

Available in normal & cursive font

H-D® BLING

S79 - W/C

OLD ENGLISH WEATHERED

S92 - Full S92 - Tag
S92 - W/C

WEATHERED BOLD

S98 - Full S98 - W/C

OVERSIZED BOLD

S99 - Full S99 - W/C

NEW

ROCKIN' WINGS

SB2-W/C

Only available in font shown

WOMEN'S / CHILDREN

AFFLICTED
S34 - W/C
Only available in cursive font

WINGED HEART
S40 - W/C
Only available in cursive font

OLD SCHOOL SCROLL
S46 - W/C
Only available in cursive font

WINGED B&S
S50 - W/C
Only available in cursive font

WINGED ENTITY
S47 - W/C
Only available in cursive font

ENDLESS FLIGHT
S54 - W/C
Only available in cursive font

INTO THE WIND
S59 - W/C
Available in normal and cursive font

NEUTRAL WINGED HEART
S65 - W/C
Available in normal and cursive font

WING BLING
S72 - W/C
Available in normal and cursive font

SKULL TOOTH
S74 - W/C
Available in normal and cursive font

H-D® BLING (One Color)
S79 - W/C
Available in normal and cursive font

FEMME H-D®
SA4 - W/C
Available in normal and cursive font

CORSET WINGS
SA5 - W/C
Available in normal and cursive font

NEW

FLORAL H-D®
SA9 - W/C
Available in normal and cursive font

NEW

SIDE FLAMES
SB1 - W/C
Available in normal and cursive font

REFLECTIVE

REFLECTIVE MATERIAL IS USED FOR DECORATION ONLY AND DOES NOT CLAIM OR IMPLY THAT IT IS TO BE USED FOR RIDER SAFETY.

CLASSIC BANNER REFLECTIVE
(Heat Seal)
S35 - Full with Reflective B&S

NORMAL REFLECTIVE (Heat Seal)
T39 - Tag with Reflective B&S

REFLECTIVE BOLT (Reflective Ink)
S86 - Full S86 - W/C
W/C available in normal and cursive font

REFLECTIVE B&S (Reflective Ink)
S96 - Full S96 - W/C

TRIBAL WINGS (Reflective Ink)
S90 - W/C S90 - Tag
Available in normal and cursive font

TAG PRINT - FULL COLOR

SCROLLS TAG
T15 - C

B&S TAG
T17 - C

BUMP TAG
T18 - C

UPLIFT TAG
T19 - C

OLD SCHOOL SCROLL TAGT22 - C

AFFLICTED TAG
T23 - C

WINGED HEART TAG
T33 - C

WINGED B&S TAG
T35 - C

ENDLESS FLIGHT TAG
T36 - C

INTO THE WIND TAG
T38 - C

NEUTRAL WINGED HEART TAG
T42 - C T42 - L
Available in cursive and bold font

PATRIOTIC FACT TAG
T47 - C T47 - L
Available in cursive and bold font

LEGEND: S = Scripty L&B = Bold C = Cursive

TAG PRINT - FULL COLOR

SKULL TOOTH TAG
T48 - C T48 - L
Available in cursive and bold font

TRIBAL B&S TAG
T49 - C T49 - L
Available in cursive and bold font

EMBOSSED EAGLE TAG
T50 - C T50 - L
Available in cursive and bold font

STEEL H-D® TAG
T54 - C T54 - L
Available in cursive and bold font

CARBON B&S TAG
T55 - C T55 - L
Available in cursive and bold font

REFLECTIVE BOLT
(Reflective Ink)
T56 - C T56 - L
Available in cursive and bold font

TRIBAL WINGS
(Reflective Ink)
S90 - C S90 - L
Available in cursive and bold font

FEMME H-D®
T64-C - C T64 - L
Available in cursive and bold font

CORSET WINGS
T65 - C T65 - L
Available in cursive and bold font

FLORAL H-D®
T66-C - S66-L
Available in cursive and bold font

SIDE FLAMES
T67-C - T61-L
Available in cursive and bold font

TAG PRINT - ONE COLOR

TATTOO TAG
T1 - S | T1 - B

WING TAG
T8 - S | T8 - B

BARBED WIRE TAG
T10 - S | T10 - B

OLD SCHOOL SCROLL TAG
T40 - S | T40 - B

WINGED B&S TAG
T44 - S | T44 - B

ROSES & BARB WIRE TAG
T51 - S | T51 - B

DIVINENESS TAG
T57 - S | T57 - B

ROCKIN' WINGS TAG
T68 - S | T68 - B

TAG PRINT - BLING

LADIES BLING TAG
T21 - C

WING BLING TAG
T46 - C T46 - L
Available in cursive and bold font

H-D® BLING TAG (One Color)
T53 - S T53 -B
Available in scripty and bold font

LEGEND: S = Scripty L&B = Bold C = Cursive

TAIL PRINT - FULL COLOR

SCROLLS TAIL
T24 - C

BUMP TAIL
T25 - C

UPLIFT TAIL
T26 - C

OLD SCHOOL SCROLL TAIL
T27 - C

NEUTRAL WINGED HEART TAIL
T43 - C T43-L
Available in cursive and bold font

TAIL PRINT - ONE COLOR

SCROLLS TAIL
T41 - S | T41 - B

WINGED B&S
T45 - S | T45 - B

ROSES & BARB WIRE
T52 - S | T52 - B

DIVINENESS TAIL
T58 - S | T58 - B

TEXT PRINT - ONE COLOR

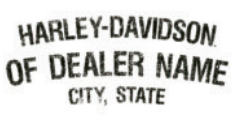
SCRIPTY TEXT
T13 - Tag | T13 - Tail

BOLD TEXT
T14 - Tag | T14 - Tail

GOTHIC TEXT
T30 - Tag | T30 - Tail

OLD ENGLISH TEXT
T34 - Tag | T34 - Tail

FEMININE FONT TEXT
T37 - Tag | T37 - Tail



WEATHERED BOLD TEXT
T62 - Tag

OVERSIZED BOLD TEXT
T63 - Tag

NOTE: Text print size is 3" X 5"

LEGEND: S = Scripty L&B = Bold C = Cursive

ARLEY-
AVIDSON
Motorcycles

ON MODEL: LEATHER REQUIRED. H196: S-XXL; HZ96: 1X-3X / Black (HA6A)

100 B&S EAGLE

SHORT SLEEVE RAGLAN CREW NECK SUEDED JERSEY TEE WITH PRINTED SLEEVE STRIPES

HHI4: M-XL; H4XI: 2XL-3XL / Birch/Smoked Pearl (HA57)

101 AMERICAN RIDER

SHORT SLEEVE 3-BUTTON SYNTHETIC POLO WITH WICKING, CONTRAST MESH PIECING AND H-D® BRANDED BUTTONS

HHI5: M-XL; H5XI: 2XL-3XL / Black/Flame Orange (HA59)

102 AMERICAN RIDER

SHORT SLEEVE 3-BUTTON SYNTHETIC POLO WITH WICKING, CONTRAST MESH PIECING AND H-D® BRANDED BUTTONS

HHI5: M-XL; H5XI: 2XL-3XL / Smoked Pearl/Black (HA58)

101

102

103 DEFY TRADITION

LONG SLEEVE CREW NECK SUEDED JERSEY TEE WITH CONTRAST NECK TAPE AND SIDE VENTS

HHG6: M-XL; HGX6: 2XL-3XL / Birch/Smoked Pearl (HA5A)

ON MODEL: EDGE OF MADNESS HU49: S-XXL; H49V: 1X-3X / Charcoal Heather/Baltic (HA6N)

104 HARLEY® HIGHWAY

SHORT SLEEVE OPEN NECK JERSEY TEE

HHK5: S-XXL; H5XK: 1X-3X / Latigo Bay (HA5C)

105

105 BURN OUT BEAUTY

V-NECK SNOW JERSEY TANK WITH CURVED HEM AND CONTRAST TRIM

HHK2: S-XXL; H2XK: 1X-3X / Purple Ash Misty/White (HA5B)

106

106 DARK & DYNAMIC

LONG SLEEVE OPEN V-NECK TRI-BLEND JERSEY TEE WITH CURVED HEM, CONTRAST PIECING AND THUMBHOLES

HHJ1: S-XXL; H1XJ: 1X-3X / Tri Cayenne Heather/ Tri Gray Heather (HA5D)

107 ATTENTION GRABBER

SHORT SLEEVE RAGLAN V-NECK SYNTHETIC TEE WITH WICKING, CONTRAST MESH PIECING AND DROP-TAIL HEM

H201: S-XXL; HXV1: 1X-3X / White/Black (HA3Z)

108

108 OWN THE ASHPALT

LONG SLEEVE RAGLAN V-NECK SYNTHETIC TEE WITH WICKING, MESH PIECING, STYLIZED THUMBHOLES AND DROP-TAIL HEM

H207: S-XXL; HV07: 1X-3X / Black (HA41)

109

109 ART OF VICTORY

LONG SLEEVE RAGLAN 1/2-ZIP MOCK NECK SYNTHETIC PULLOVER WITH WICKING, CONTRAST PIECING, ON-SEAM POCKETS, STYLIZED THUMBHOLES, DROP-TAIL HEM AND REVERSE COIL ZIPPER WITH H-D® BRANDED HAIR TIE ZIPPER PULL

H259: S-XXL; HV59: 1X-3X / Pro Carbon Heather/Black/Dark Shadow (HA42)

001

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001 DRASTIC ROAD

SHORT SLEEVE 3-BUTTON SYNTHETIC POLO WITH WICKING, SYNTHETIC TEXTURE PIECINGS, SELF-FABRIC SNAP-DOWN COLLAR AND H-D® BRANDED BUTTONS

H81T: S-XL; HTV1: 2XL-3XL / Flame Orange (HA5V)

002 THRILL A MINUTE

MOCK NECK MICRO CHILLER FLEECETM FULL-ZIP VEST WITH WICKING, HAND WARMER POCKETS, TECH POCKET AND H-D® BRANDED TRIMS

H83T: S-XL; HTV3: 2XL-3XL / Black (HA5X)

003 HARLEY ALUMNI

LONG SLEEVE RAGLAN CREW NECK SYNTHETIC THERMAL WITH WICKING

H82T: S-XL; HTV2: 2XL-3XL / Black (HA5W)

004 ACTIONS MATTER

LONG SLEEVE MOCK NECK FLEECE 1/4 ZIP WITH CONTRAST ZIPPER,POUCH POCKET, AND H-DR BRANDED ZIPPER PULL

H84T: S-XL; HTV4: 2XL-3XL / Black/Flame Orange (HA5Y)

005 GOOD WORK

LONG SLEEVE HOODED SYNTHETIC FLEECE PULLOVER WITH WICKING, MESH HOOD AND SLEEVE STRIPES WITH H-D® BRANDED GROMMETS

H85T: S-XL; HTV5: 2XL-3XL / Dark Shadow/Black (HA5Z)

006 AMBITIOUS DIRT

SHORT SLEEVE 3-BUTTON JERSEY POLO WITH CONTRAST PIECING AND H-D® BRANDED BUTTONS.

H89T S-XL; HTV4: 2XL-3XL / Black/Fired Brick/Driftwood (HA63)

007

008

007 ATHLETIC TRADITION

LONG SLEEVE 3-BUTTON SYNTHETIC YARN-DYE MINI-STRIPE POLO WITH WICKING, SELF-FABRIC SNAP DOWN COLLAR AND H-D® BRANDED BUTTONS

H91T: S-XL; HVT1: 2XL-3XL / Fired Brick-Black/Black (HA64)

008 BUILD YOUR FREEDOM

LONG SLEEVE CREW NECK FINE LINE FLEECE WITH CUFFS

H92T: S-XL; HVT2: 2XL-3XL / Black (HA65)

009 CHROME AND RUBBER

LONG SLEEVE MOCK NECK FLEECE FULL-ZIP WITH CHIN GUARD, STORM FLAP, HAND WARMER POCKETS AND H-D® BRANDED ZIPPER PULL

H93T: S-XL; HVT3: 2XL-3XL / Fired Brick/Black/Driftwood (HA66)

009

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010 DRIVEN BY RESULTS

SHORT SLEEVE 3-BUTTON SUEDED JERSEY HENLEY WITH H-D® BRANDED BUTTONS

HU16: S-XL; H6UV: 2XL-3XL / Black (HA67)

011 HOME ADDRESS

LONG SLEEVE CREW NECK SUEDED JERSEY TEE WITH CONTRAST PIECING AND PIPING

H87T: S-XL; HTV7: 2XL-3XL / Dark Shadow/Black/New Texas Orange (HA61)

012 AGAIN AND AGAIN

LONG SLEEVE HOODED FLEECE FULL-ZIP WITH PRINTED PLAID HOOD LINING AND H-D® BRANDED TRIMS

H88T: S-XL; HTV8: 2XL-3XL / Black/New Texas Orange Plaid/New Texas Orange (HA62)

ON MODEL: AGAIN AND AGAIN H88T: S-XL; HTV8: 2XL-3XL / Black/New Texas Orange Plaid/ New Texas Orange (HA62)

ON MODEL: AGGRESSIVE HEAT HU06: S-XXL; HUV6: 1X-3X / Black/Fuchsia Rose Plaid (HA5R)

013

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013 LOVE AT FIRST RIDE

1/2-SLEEVE RAGLAN V-NECK JERSEY TEE WITH PLAID SLEEVE TRIM
H99T: S-XXL; HVT9: 1X-3X / Fuchsia Rose/Black/Fuchia Rose Plaid (HA5K)

014 AGGRESSIVE HEAT

LONG SLEEVE SPLIT-NECK PULLOVER FLEECE HOODIE WITH PLAID TRIM, POUCH POCKET AND THUMBHOLES
HU06: S-XXL; HUV6: 1X-3X / Black/Fuchsia Rose Plaid (HA5R)

015 CITY LIGHTS

LONG SLEEVE JOHNNY COLLAR STRETCH JERSEY TEE WITH PLAID TRIM AND RHINESTONES
HU05: S-XXL; HUV5: 1X-3X / Black/Fuchsia Rose Plaid (HA5Q)
RHINESTONES

016

017

016 BAD TO THE CORE

SHORT SLEEVE OPEN NECK JERSEY TEE WITH PLEATHER TRIM

H94T: S-XXL; HVT4: 1X-3X / Black (HA5F)

017 HEAVENLY SADDLE

LONG SLEEVE OPEN NECK SLUB JERSEY TEE WITH SHOULDER ZIPPERS AND H-D® BRANDED PULLS

HU09: XS-XXL; HUV9: 1X-3X / Off White/Black (HA5S)

RHINESTONES

018 GLORIOUS GLORY

LONG SLEEVE V-NECK JERSEY HENLEY WITH PLEATHER PLACKET AND H-D® BRANDED RHINESTONE SNAPS

H96T: S-XL; 55X3: 2XL-3XL; HVT6: 4XL-5XL / Black Heather/Metallic Black (HA5G)

019 GOTHIC BEAUTY

LONG SLEEVE FULL-ZIP FLEECE HOODIE WITH CONTRAST SATIN LINING AND DRAWCORD, AND H-D® BRANDED TRIMS

HU02: S-XXL; HUV2: 1X-3X / Black/Off White/Wild Apricot (HA5M)

RHINESTONES

018

ON MODEL: GLORIOUS GLORY H96T: S-XL, 5SX3: 2XL-3XL, HVT6: 4XL-5XL / Black Heather/Metallic Black (HA5G)

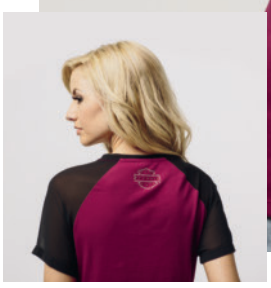
ON MODEL: HEAVENLY SADDLE HEAVENLY SADDLE HU09: XS-XXL; HUV9: 1X-3X / Off White/Black (HA55)

ON MODEL: EUPHORIC FLIGHT H266: S-XXL; HV66: 1X-3X / Red Plum (HA5E);
RIDE THE THUNDER HU04: S-XXL; HUV4: 1X-3X / Black (HA5P)

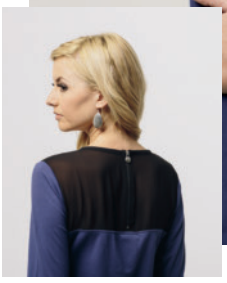
020

021

022



023



020 EUPHORIC FLIGHT

V-NECK ADJUSTABLE SPAGHETTI STRAP JERSEY TANK

H266: S-XXL; HV66: 1X-3X / Red Plum (HA5E)

RHINESTONES

021 RIDE THE THUNDER

3/4-SLEEVE RAGLAN V-NECK BOYFRIEND FIT JERSEY TEE WITH SHEER CHIFFON FRONT AND CURVED HEM

HU04: S-XXL; HUV4: 1X-3X / Black (HA5P)

022 FORGIVENESS AND FREEDOM

SHORT SLEEVE RAGLAN DEEP V-NECK JERSEY TEE WITH SHEER CHIFFON SLEEVES AND NECK BAND

HU03: S-XXL; HUV3: 1X-3X / Red Plum/Black (HA5N)

RHINESTONES

023 DEEPER IN DARKNESS

LONG SLEEVE SCOOP NECK BOYFRIEND FIT JERSEY TEE WITH SHEER CHIFFON PIECING AND BACK ZIP WITH RHINESTONE H-D® BRANDED ZIPPER PULL

HU01: S-XXL; HUV1: 1X-3X / Patriot Blue/Black (HA5L)

RHINESTONES

024 FOCUS ON THE RIDE

LONG SLEEVE FULL-ZIP SHADOW WASH FLEECE HOODIE WITH POUCH POCKET AND H-D® BRANDED TRIMS

H98T: S-XXL; HVT8: 1X-3X / Red Plum-Black (HA5J)

025

026

025 IRON WINGS

SLEEVELESS MOCK NECK PLUSH FLEECE FULL-ZIP WITH ON-SEAM POCKETS AND H-D® BRANDED HAIR TIE ZIPPER PULL
H97T: S-XXL; HVT7: 1X-3X / Black (HA5H)

026 STREAK OF FLAMES

SHORT SLEEVE RAGLAN V-NECK SYNTHETIC TEE WITH WICKING, RUCHING, MESH PIECING AND DROP-TAIL HEM
HU39: S-XXL; H39V: 1X-3X / Tangerine Tango (HA5T)

027 FLYIN ATTITUDE

LONG SLEEVE 1/2-ZIP MOCK NECK STRETCH SYNTHETIC TEE WITH WICKING, THUMBHOLES, CURVED HEM AND H-D® BRANDED HAIR TIE ZIPPER PULL
H95T: S-XXL; HVT5: 1X-3X / Black (HA77)

027

ON MODEL: FLMN ATTITUDE HOST: S-XXL HV75: 1X-3X Black (HA77)

ON MODEL: FOCUS ON THE RIDE H98T: S-XXL; HVT8: 1X-3X / Red Plum-Black (HA5J)

001 FORGED OF STEEL

SHORT SLEEVE 3-BUTTON JERSEY POLO WITH CONTRAST PIECING AND H-D® BRANDED BUTTONS

HU18: S-XL; H8UV: 2XL-3XL

Stone/Dark Shadow/Black (HA6X)

002 CHROME JUNKY

LONG SLEEVE 3-BUTTON SUEDED JERSEY HENLEY WITH HIDDEN ON-SEAM POCKET, CONTRAST PIECING AND H-D® BRANDED BUTTONS

HU22: S-XL; HU2V: 2XL-3XL

Black/Charcoal Heather/Stone (HA6Z)

003 DEMOLITION

LONG SLEEVE HOODED FLEECE PULLOVER WITH POUCH POCKET AND H-D® BRANDED GROMMETS

H26U: S-XL; H62V: 2XL-3XL

Charcoal Heather/Black/New Texas Orange (HA6R)

004

005

006

007

004 WILDSIDE

SHORT SLEEVE CREW NECK SYNTHETIC MARLED TEE WITH WICKING

H27U: S-XL: H72V: 2XL-3XL / Stadium Blue Pepper Marled/Black (HA6S)

005 GONE FOR GOOD

SHORT SLEEVE 3-BUTTON SYNTHETIC POLO WITH WICKING, SELF-FABRIC SNAP DOWN COLLAR AND H-D® BRANDED BUTTONS

HU28: S-XL; HU8V: 2XL-3XL / Black/Stadium Blue Pepper Marled (HA71)

006 CHROME FREEDOM

LONG SLEEVE CREW NECK SUEDED JERSEY TEE WITH CUFFS, CONTRAST SLEEVE PIECING AND PIPING

HU29: S-XL; HU9V: 2XL-3XL / White/Black/Stadium Blue (HA72)

007 GRAY MOTORCYCLE

LONG SLEEVE MOCK NECK FLEECE FULL-ZIP WITH HAND WARMER POCKETS AND H-D® BRANDED ZIPPER PULL

HU30: S-XL; H03V: 2XL-3XL / Black (HA73)

008 OPEN ROAD RIDE

SHORT SLEEVE 3-BUTTON SYNTHETIC TEXTURED POLO WITH WICKING, SELF-FABRIC SNAP DOWN COLLAR AND H-D® BRANDED BUTTONS

HU15: S-XL; H5UV: 2XL-3XL / Black/Flame Orange (HA6V)

010 ROUGH AND READY

LONG SLEEVE CREW NECK SYNTHETIC TEXTURE TEE WITH WICKING

HU17: S-XL; H7UV: 2XL-3XL / Black/Flame Orange (HA6W)

009 HARDCORE AUTHORITY

SHORT SLEEVE CREW NECK SUEDED JERSEY TEE WITH CONTRAST SLEEVE STRIPES

HU12: S-XL; H2UV: 2XL-3XL / White/Charcoal Heather/Flame Orange (HA6U)

011 ELEGANT HERITAGE

SHORT SLEEVE SYNTHETIC HENLEY WITH WICKING, PRINTED STRIPES AND H-D® BRANDED BUTTONS

H86T: S-XL; HTV6: 2XL-3XL / Black-Pro Carbon Heather-Flame Orange/ Flame Orange (HA6T)

ON MODEL: DEMOLITION H26U: S-XL; H62V: 2XL-3XL / Charcoal Heather/Black/New Texas Orange (HA6R)

012

013

012 RIDE ALL DAY PLAY ALL NIGHT

LONG SLEEVE V-NECK SYNTHETIC STREAK JERSEY TEE WITH WICKING, RUCHING, THUMBHOLES AND DROP-TAIL HEM

HU08: S-XXL; HUV8: 1X-3X / Paisley Purple (HA6D)

013 FEMININE ADRENALINE

LONG SLEEVE 1/2-ZIP MOCK NECK STRETCH SYNTHETIC TEE WITH WICKING, THUMBHOLES, CURVED HEM AND H-D® BRANDED HAIR TIE ZIPPER PULL

H95T: S-XXL; HVT5: 1X-3X / Desert Flower/Frost Gray (HA6B)

HAIR TIE ZIPPER PULL

014 FANTASTIC ENGINE

SHORT SLEEVE RAGLAN OPEN NECK SYNTHETIC STRETCH JERSEY TEE WITH WICKING, CONTRAST PIECING AND DROP-TAIL HEM

HU07: S-XXL; HUV7: 1X-3X / White/Desert Flower (HA6C)

014

015 EMBERS OF NIGHT

LONG SLEEVE MOCK NECK SYNTHETIC FLEECE
FULL-ZIP WITH WICKING, ON SEAM POCKETS, THUMBHOLES,
DROP-TAIL HEM AND H-D® BRANDED HAIR TIE ZIPPER PULL
HU11: S-XXL; H1UV: 1X-3X / Paisley Purple Marled/Frost Gray (HA6E)

016 GAPING SPARKLE

OPEN NECK TEXTURED JERSEY MUSCLE TEE

HU53: S-XXL; H53V: 1X-3X Bright Peacock Misty (HA6Q)

017

018

017 ENDLESS EAGLE

SHORT SLEEVE SCOOP NECK SEAM BURNOUT WASH JERSEY TEE WITH CURVED HEM

HU42: S-XXL; H42V: 1X-3X / Deep Periwinkle (HA6G)

018 GOLD LOVE

1/2-SLEEVE OPEN NECK STRIPED SLUB JERSEY TEE

HU43: S-XXL; H43V: 1X-3X / Very Violet-Black (HA6H)

FOIL

019 ETERNAL FORGIVENESS

LONG SLEEVE FULL-ZIP ULTRA LIGHT FLEECE HOODIE WITH CONTRAST TRIM, POUCH POCKET AND H-D® BRANDED ZIPPER PULL

HU44: S-XXL; H44V: 1X-3X / Bright Peacock/White (HA6J)

019

020

021

022

023

020 BETWEEN WINGS

SCOOP NECK JERSEY TANK WITH DECORATIVE MESH FRONT PIECING AND RUCHING / *HU45: S-XXL; H45V: 1X-3X / Limeade/White (HA6K)*

021 FIRE IDOL

SHORT SLEEVE DEEP V-NECK JERSEY TEE WITH DECORATIVE MESH BACK PIECING / *HU46: S-XXL; H46V: 1X-3X / Cayenne/White (HA6L)*

022 FREEDOM ENEMY

LONG SLEEVE SCOOP NECK JERSEY TEE WITH DECORATIVE MESH SLEEVE PIECING / *H195: S-XXL; H95X: 1X-3X / Black/White (HA69)*

023 BURNING FREEDOM

SHORT SLEEVE V-NECK JERSEY BOYFRIEND TEE WITH CONTRAST TRIM

HU48: S-XXL; H48V: 1X-3X / Black/White (HA6M)

024 LEATHER REQUIRED

LONG SLEEVE MOCK NECK FLEECE FULL-ZIP WITH ON-SEAM POCKETS, THUMBHOLES AND H-D® BRANDED TRIMS

H196: S-XXL; HZ96: 1X-3X / Black (HA6A)

025 AND IT'S GONE

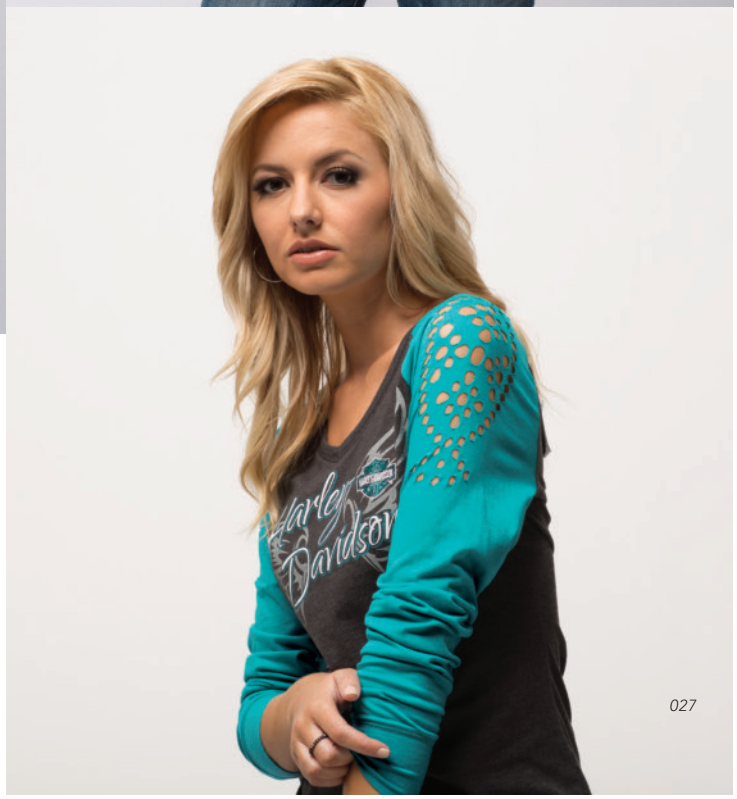
SHORT SLEEVE SCOOP NECK LASER-CUT JERSEY TEE

H179: S-XXL; HV79: 1X-3X / Plum Purple (HA68)

NAILHEADS

025

026



027

026 BENEVOLENT FIRE

SCOOP NECK JERSEY TANK WITH CONTRAST TRIM AND LASER-CUT PANELS

HU41: S-XXL; H41V: 1X-3X / Black/Baltic (HA6F)

027 EDGE OF MADNESS

LONG SLEEVE RAGLAN OPEN V-NECK JERSEY TEE WITH CONTRAST LASER-CUT SLEEVES

HU49: S-XXL; H49V: 1X-3X / Charcoal Heather/Baltic (HA6N)

028 EXTINCT HIGHWAY

LONG SLEEVE SNAP FRONT FLEECE HOODIE WITH ON-SEAM POCKETS, THUMBHOLES AND H-D® BRANDED TRIMS

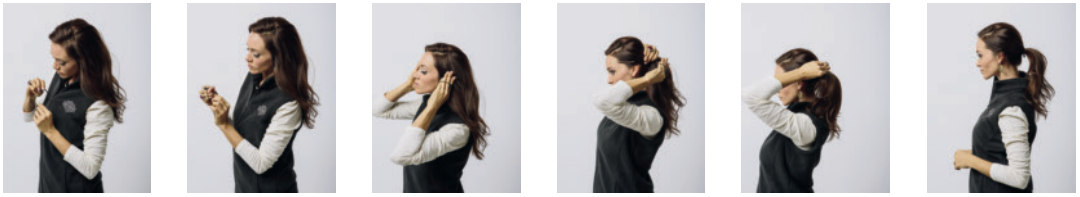
HU51: S-XXL; H51V: 1X-3X / Plum Purple (HA6P)

RHINESTONES

ATTRIBUTES / GARMENT FEATURES

HD® HAIR TIE ZIPPER PULL

Whether your need is for fashion or function on the road, we have you covered. Made with durable, yet flexible material, the H-D® Hair Tie Zipper Pull will withstand multiple wear occasions, for any hair type; and stay with your garment for as long as you own it. Created with riders in mind, we crafted a solution that allows the H-D® Hair Tie Zipper Pull to be readily available on your zipper and can be easily removed for your use (as demonstrated below). There are many product offerings in our HD® Dealer Branded Apparel line that have this added feature. It will no doubt be a game changer for those who enjoy the wind in their hair, not in their face.



EMBROIDERY CUSTOMIZATIONS

BLOCK FONT

SCRIPTY FONT

A design selected from the options displayed will be embroidered on your garment using your dealer name and locaton.

When placing your order, be sure to select either the Block or Scripty font. Please refer to the order form for availability of customization placement on each item. There is a minimum purchase of 24 pieces per customization and per font style (Block or Scripty).

BLOCK SDA, BDA, TDA, HDA, LDA
SCRIPTY SSA, BSA, TSA, HSA, LSA

BLOCK SDB, BDB, TDB, HDB, LDB
SCRIPTY SSB, BSB, TSB, HSB, LSB

BLOCK SDZ, BDZ, TDZ, HDZ
SCRIPTY SSZ, BSZ, TSZ, HSZ

BLOCK SD1, BD1, TD1
SCRIPTY SS1, BS1, TS1

BLOCK SD2, BD2, TD2, HD2, RD2, ZD2, LD2
SCRIPTY SS2, BS2, TS2, HS2, RS2, ZS2, LS2

BLOCK SD4, BD4, TD4, HD4, LD4,
SCRIPTY SS4, BS4, TS4, HS4, LS4

BLOCK SDD, BDD, TDD, HDD, LDD
SCRIPTY SSD, BSD, TSD, HSD, LSD

BLOCK SD7, BD7, TD7, LD7
SCRIPTY SS7, BS7, TS7, LS7

BLOCK SDC, BDC, TDC, HDC, LDC
SCRIPTY SSC, BSC, TSC, HSC, LSC

OLD ENGLISH SEE, BEE, TEE,
HEE, REE, ZEE, LEE

BLOCK SDU, BDU, TDU, HDU, LDU
SCRIPTY SSU, BSU, TSU, HSU, LSU

BLOCK SD9, BD9, TD9
SCRIPTY SS9, BS9, TS9

BLOCK SDG, BDG, TDG, HDG, LDG
SCRIPTY SSG, BSG, TSG, HSG, LSG

BLOCK SDF, BDF, TDF, HDF, LDF
SCRIPTY SSF, BSF, TSF, HSF, LSF

BLOCK SDJ, BDJ, TDJ, HDJ, LDJ
SCRIPTY SSJ, BSJ, TSJ, HSJ, LSJ

BLOCK SDK, BDK, TDK, HDK, LDK
SCRIPTY SSK, BSK, TSK, HSK, LSK

Customization Legend: S - Left Sleeve B - Back T - Tail H - Left Hem R - Right Sleeve Z - Hood L - Left Chest

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ON MODEL: FANTASTIC ENGINE HU07: S-XXL, HUV7: 1X-3X / White/Desert Flower (HA6C)

ON MODEL: FIRE IDOL HU46: S-XXL; H46V: 1X-3X / Cayenne/White (HA6L)

HARLEY
DAVIDSON
Motorcycles

ON MODEL: ATHLETIC TRADITION H91T: S-XL; HVT1: 2XL-3XL / Fired Brick-Black / Black (HA64)

VF Licensed Sports Group

VF LICENSED SPORTS GROUP,
A DIVISION OF VF IMAGEWEAR, INC

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FREE RIDE - ASHEVILLE, NORTH CAROLINA

This trip was a long time in the making. We positioned it from the outset to be a getaway, a story-telling expedition and a beautiful place to take pictures. Harley-Davidson has a legacy, a loyal following; and lifestyle offering that many attempt to emulate, but cannot duplicate. You can say you are a rider. You can own a bike. But, unless you are part of the Harley® brand culture, you don't truly understand the euphoria and addictive lifestyle that it delivers. What is it that they feel and others don't? We wanted to find out more. To understand who Harley® motorcycle owners really are and what drives their rabid loyalty, we took our catalog shoot deep into the heart of one of the most picturesque landscapes in the United States – The Blue Ridge Mountains of Asheville, North Carolina.

We took this journey to tell the story of the single rider going out to "find oneself." We wanted the freedom of the open road the melodic sway of the bike as it winds through the autumn leaves, the thrill of turning the gear over, and feel the chill of late fall in our face. Given the early November timeframe, we experienced autumn's poetry, roads to nowhere, and the brilliance of nature's unpredictability.

The powerful roar of the Forty-Eight® motorcycle and the deadening silence of solitude created a combination that was both powerful and moving for our crew – a feeling that burned into our minds as "that moment" when we felt it. There were nine of us, all bonded by five days and new memories. For us, this turned out to be more than a trip. It was an exploration, a spiritual rebirth and a moment for us all to earn a place into the soul of the brand.

We proudly present the Harley-Davidson® Dealer Branded Apparel "Free Ride" catalog.

Enjoy the ride.

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