

VICTORY MOTORCYCLES® ACCESSORIES

SUMMER RETAIL GUIDE

| Dealer Sales Events | AUGUST | SEPTEMBER | OCTOBER |
|--|--|--|-------------------------------------|
| | | Redline | |
| Dealership Traffic Drivers | Performance Boost Retail Event | Redline NHRA Retail Event | Octanefest Retail Event |
| Dealer Sales Tools | <p>PROMO \$250 off \$1000 Accessory Purchase with New Octane (good through October)</p> <p>PROMO 20% Off Heavyweight Exhaust + S&S Cams</p> <p>Redline POP Kits (arrive late July)</p> | <p>2017 Octane Accessory Launch Sales Tools</p> <p>MY17 Power Model / Power Item Hangtags (Arrives in POP Kit)</p> <p>MY17 Catalog & Pocket Guides</p> | Dealer Training Modules/Sales Tools |
| Owner Demand Creation and Communications | <p>New Owner Emails</p> <p>NEW Octane 2017 Accessory Launch Communications</p> <p>Red Tag Clearance (digital assets)</p> <p>Overdrive Accessory Mailer</p> | <p>MY17 New Product Info: Email Website Social Media Paid Media</p> | |



DEALERSHIP CLEARANCE EVENTS

Capitalize on seasonal traffic, clear out non-current inventory and provide great deals to your customers.



CONSUMER PROMOTIONS

Incentives to drive traffic to your dealership, pull through your inventory and help you close the sale.



SALES TOOLS

Tools to inform sales staff, consumers and drive purchase.



OWNER DEMAND CREATION

Maximizing your sales by driving existing owners to dealerships.

DEALER TIP:

Power Items make up ~50% and represent the biggest area of sales opportunity for your dealership – take advantage of FREE FREIGHT and POWER ITEM DISCOUNTS when you order to your SMART goal. Have these higher-turn items in stock and provide a better experience for your customer. See your August SMART Order Form for more details and savings.

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CREATING UNIQUE BIKE PACKAGES ON YOUR SALES FLOOR IS KEY TO MAXIMIZING SALES POTENTIAL AND INSPIRING RIDERS TO PURCHASE ADDITIONAL ACCESSORIES

- Use sales materials to train your sales team on the benefits of these add-on upgrades (POP kit arrives in September).
- Younger customers represent a significant sales opportunity now and into the future. As this group does significant research online ahead of visiting your dealership, leverage social media, your website and other digital channels to promote new bikes & accessories, sales and retail events.
- Get Performance Accessories on your demos – including NEW accessories that improve the bikes demo performance (Made For Victory® S&S Cams, Octane™ Stage 2 Performance 2-into-1 Exhaust). You'll drive incremental revenue and increase the likelihood of BIKE PURCHASE through improved demo experience.

2017 OCTANE ACCESSORIES AVAILABLE IN SEPTEMBER

Introducing the all new 2017 Octane accessory lineup. With over 40 custom parts to choose from, you'll give your customers more options to style their bike with Victory® Engineered Accessories.

NOT SHOWN

- | | |
|---|-------------------------------|
| Performance Intake (Available in October) 2881918 | Solo Rack Bag 2881874 |
| Spoke Shift Rod 2881881-468 | Tank Pouch 2881873 |
| Spoke Cover 2881883-468 | Floating Rotor 2881219-266 |
| Spoke Handlebar Clamp 2881885-468 | |

Spoke Grips
2881877-468

Drag Bar
2881221-658

Tachometer
2881723

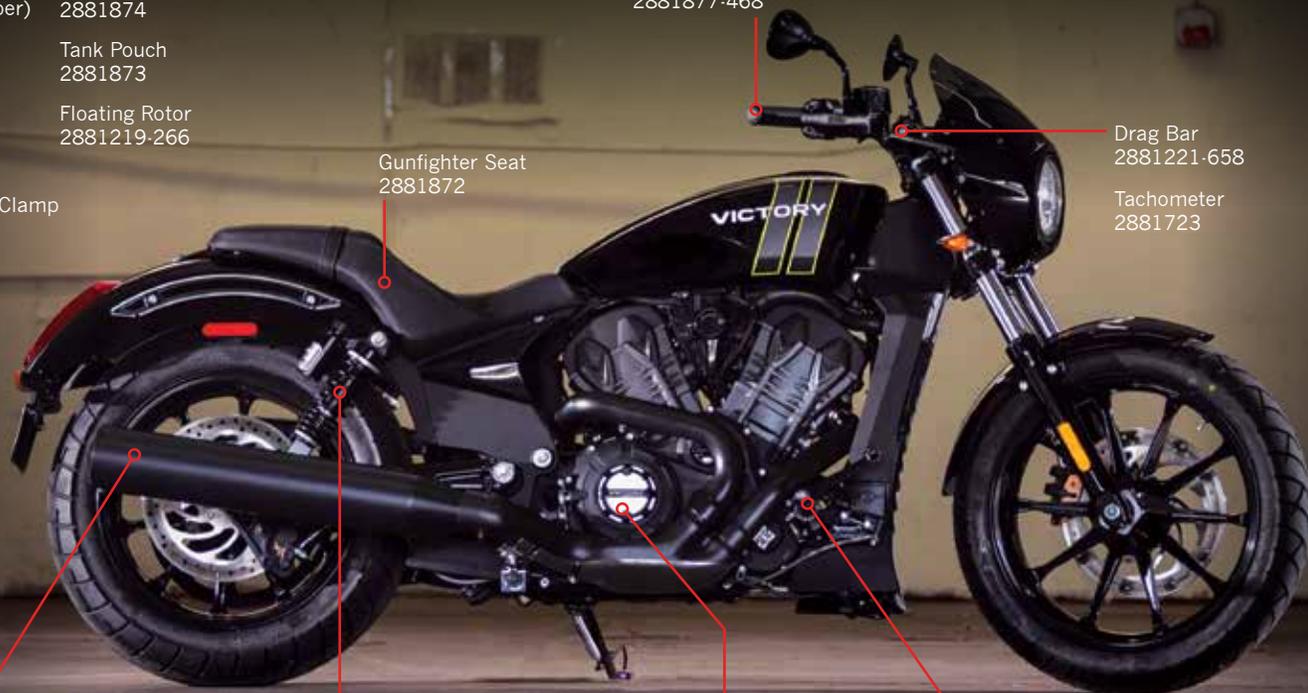
Gunfighter Seat
2881872

Stage 2 Performance 2-into-1 Exhaust
2882463-266 49 State*
*Currently unavailable in CA, pending CARB approval
Available in October

Adjustable Piggyback Shocks
2881216

Black Cafe Cover
2881889-468

Spoke Footpegs
2881877-468



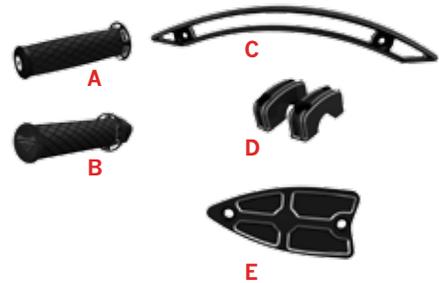
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NEW 2017 OCTANE STYLE ACCESSORIES

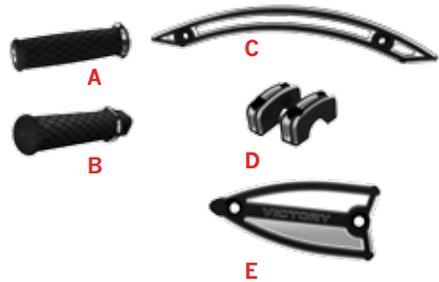
Billet Spoke Collection

- A** 2881875-468 Grips - Black w/ Highlights
- B** 2881877-468 Foot Pegs - Black w/ Highlights
- 2881881-468 Shift Rod - Black w/ Highlights
- C** 2881883-468 Fender Struts - Black w/ Highlights
- D** 2881885-468 Handlebar & Control Clamps - Black w/ Highlights
- E** 2881916-468 Master Cylinder Covers Front/Rear - Black w/ Highlights
- 2881879-468 Brake & Shift Pegs - Black with Highlights
- 2881225-658 Engine Cover (set of 3)



Billet Café Collection

- A** 2881876-468 Grips - Black w/ Highlights
- B** 2881878-468 Foot Pegs - Black w/ Highlights
- 2881882-468 Shift Rod - Black w/ Highlights
- C** 2881884-468 Fender Struts - Black w/ Highlights
- D** 2881886-468 Handlebar & Controls Clamps - Black w/ Highlights
- E** 2881889-468 Master Cylinder Covers Front/Rear - Black w/ Highlights
- 2881880-468 Brake & Shift Pegs - Black with Highlights
- 2881224-658 Engine Cover (set of 3)
- 2881226-658 Engine Cover (set of 3)



2881875-468 Spoke Grips



2881224-468 Café Engine Covers



2881883-468 Spoke Fender Struts



2881916-468 Spoke Rear Master Cylinder Covers



2881879-468 Spoke Brake Pegs



2881885-468 Spoke Handlebar & Control Clamps



VICTORY MOTORCYCLES® ACCESSORIES

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INTRODUCING THE NEW SHADOW COLLECTION



Passenger Pegs
Chrome
2881493-156



Passenger Pegs
Black
2881493-266



Exhaust Tips
Chrome
2881786-156



Exhaust Tips
Black
2881786-266



Cam Tensioner Cover
Chrome
2881785-156



Cam Tensioner Cover
Black
2881785-266



2881492-266 Shadow Grips



2881748-266 Shadow Engine Cover



2881493-266 Shadow Passenger Foot Pegs



2881660-266
Shadow Brake Reservoir Cover

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VICTORY MOTORCYCLES®



Made For Victory® accessories are developed exclusively for Victory Motorcycles® through partnership collaborations with leading accessory manufacturers that share our vision to provide the best products to riders. These partnerships reinforce our commitment to offer an extensive selection of custom accessories that deliver on style, performance and enhance the Victory riding experience.

A Made For Victory® endorsement signifies that we approve the use of these products on Victory® motorcycles, applicable quality, emissions and safety requirements have been met, and your motorcycle warranty will not be impacted with the addition of these aftermarket products.



Mustang®, a U.S. manufacturer since 1980, is the leader in aftermarket motorcycle seats with a focus on design, comfort and customer satisfaction.

NEW >>>

Black with Red
2882289



NEW >>>

Black
2882288



S&S® Cycle creates horsepower and performance solutions for popular motorcycles. Since its founding in 1958 S&S has become the go-to in V-Twin high performance, with an American-made product line that includes engine components, exhaust and fuel systems. The all new made for Victory® S&S® Performance Cams Kit* is designed to significantly increase performance without sacrificing smooth engine response at lower speeds to deliver a complete Victory Motorcycle® riding experience.



NEW >>>

Stage 2 Performance Cam Kit
2882248

Dealer installation required; approximate install time 4 hours, no engine removal required. See DEX for install video and FAQ.

20% MORE HORSEPOWER

.5 SECONDS FASTER 0-60MPH

10% MORE TORQUE

.65 SECONDS FASTER IN A 1/4 MILE

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Performance Machine® is a leader in the motorcycle aftermarket industry known for manufacturing the finest wheels in the market. The Performance Machine® brand represents quality, style, and function supported by innovative design.

Primary Cover

2881720-156
2881720-468

Chrome
Contrast Cut Platinum



Ignition Cover

2881718-156
2881718-468

Chrome
Contrast Cut Platinum



Contour Grips

2881717-156*
2881717-468*

Chrome
Contrast Cut Platinum



Cam Cover

2881721-156
2881721-468

Chrome
Contrast Cut Platinum



IAC Cover

2881719-156
2881719-468

Chrome
Contrast Cut Platinum



*Universal Fit

Performance Machine® Paramount Wheels

Paramount Wheels feature seven flared spokes and beautifully machined detail from the hub all the way to the machined pockets of the outer rim lip.



2881704-156** 21" Front Wheel
2881704-468** 21" Front Wheel
2881705-156 18" Front Wheel
2881705-468 18" Front Wheel
2881706-156 16" Rear Wheel
2881706-468 16" Rear Wheel
2881710-156 16" Front Wheel
2881710-468 16" Front Wheel
2881711-156 16" Rear Wheel
2881711-468 16" Rear Wheel

Chrome
Contrast Cut Platinum
Chrome
Contrast Cut Platinum

Performance Machine® Supra Wheels

Supra Wheels' aggressive styling makes a statement with a vortex of ten directionally positioned spokes.



2881707-156** 21" Front Wheel
2881707-468** 21" Front Wheel
2881708-156 18" Front Wheel
2881708-468 18" Front Wheel
2881709-156 16" Rear Wheel
2881709-468 16" Rear Wheel
2881712-156 16" Front Wheel
2881712-468 16" Front Wheel
2881713-156 16" Rear Wheel
2881713-468 16" Rear Wheel

Chrome
Contrast Cut Platinum
Chrome
Contrast Cut Platinum
Chrome
Contrast Cut Platinum
Chrome
Contrast Cut Platinum
Chrome
Contrast Cut Platinum

**Cross Bike Fork & Lowering Kit and 21" Front Fender are both required for use with 21" Front Wheels

