



SPRING/SUMMER 2021 APPAREL & GIFT COLLECTION



GETAWAY JACKET, BROWN
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GRAPHIC TEE
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DENTON LEATHER JACKET
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ARIZONA MESH JACKET
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HERITAGE **Heritage Collection** – A classic designed range inspired by Indian Motorcycle's rich heritage. Timeless design is combined with bold branding details, for the customer that wants to proudly identify themselves as an Indian Motorcycle owner.

ROGUE **Rogue Collection** – Blacked-out style personifies the Rogue Collection. This range has been designed for the rider who wants simple, clean lines with tones of black and gray, fitting perfectly with motorcycles like the Challenger.

MOTO **Moto Collection** – A contemporary moto-fashion inspired range, designed for the rider who likes modern design, bold graphics and colors. The Moto collection is inspired by bikes like the FTR1200.

SEASONAL UPDATES

SUPPORTING GROWTH

As the Indian Motorcycle brand has grown, we have looked to innovate by delivering class leading products to market, from models like the Chief Vintage, FTR1200 and all new Challenger. In order to meet a growing and diverse consumer, not only are we offering them motorcycles that meet with their lifestyle, we are also developing apparel that is to look great both on and off the bike.

Apparel is divided into three distinct collections; Heritage, Rogue and Moto. All are carefully designed, with individual styling cues, to meet the needs of our growing rider group and you, as dealers, now have apparel that will help support that growth.

DEALER MERCHANDISE PROGRAM

To ensure product quality, only authorized Indian Motorcycle apparel and gifts can be retailed in our dealer network. As an Indian Motorcycle dealer, you and your dealership serve as brand representatives. It is crucial that your store carries, promotes and sells official Indian Motorcycle apparel and merchandise.

To support you further, we have worked with official licensee, Indigo Clothing, to extend the Dealer Merchandise Program and provide more product options that can be personalized for your dealership.

The t-shirt program allows dealers to design fully customized t-shirts, that are specific to your location. We also include additional apparel options, that can be personalized, including hoodies, polos and hats. New for the program is a range of gifts and accessories, including drinkware and keyring.

Please refer to the Dealer Merchandise Program catalog, that you can get from your Polaris National Sales Manager or via the Dealer Portal. Alternatively, visit <https://indian.dealermerch.store> to view the range available, exclusively for Indian Motorcycle dealers.

WHAT TO ORDER

OFFICIAL LICENSED PRODUCTS

The following partners offer a range of high quality products you can order from Indian Motorcycle directly and take advantage of additional revenue and margin opportunities. Visit the pages listed below for details and how to order.

- Indigo Clothing: Dealer Custom Apparel – P. 95
- Cigars: Indian Motorcycle Cigars – P. 96
- Signs: Meissenburg Designs – P. 97
- Jewelry: King Baby® – P. 98
- Games Room Range: Holland Bar Stool – P. 99

FINAL SEASON FINAL SEASON

Products marked "Final Season" are only available while stock lasts and will be obsolete after Spring/Summer 2021. Mark-down Final Season stock in your store to sell it quicker.

The following are Final Season and should be cleared:

- Color Block Rainsuit p14
- Charlotte Casual Jacket p22
- Charlotte Casual Vest p22
- Lana Denim Jacket p23
- Lana Denim Vest p23
- Cinder Glove p25
- Men's Classic Moc p36
- Men's Engineer p37
- Men's Classic Lace Up p37
- Women's Short Engineer p37
- Marl Pocket Tee p42
- 1901 Munro Tee p46
- Shield Camo Tee p46
- Hand Painted Tee p46
- Gray Bike Tee p47
- FTR 1200 Logo Tee p47
- Shield 1200 Tee p47
- Headdress Icon Tee p47
- Waffle Tee p49
- Retro Motocross Tee p51
- Block Logo Tee p51
- LS Shield Logo Tee p51
- 3D Logo Sweat p53
- Block Logo Knit p53
- Headdress Hoodie p53
- Buffalo Plaid shirt p56
- Diamante Tee p61
- Graphic Tee p62
- Scout Bike Tee p63
- Wmns 1200 Logo Tee p63
- Diamante Icon Tee p64
- Headdress Tee p65
- Headdress Hoodie p68
- High Profile Denim Hat p81
- High Profile Retro Hat p81
- Cotton Linen Scarf p83
- Head Wrap p85
- Icon Fleece Neck Warmer, black p85
- Icon Fleece Beanie p85
- Squeak Ball p87
- Tri-Fold Wallet p89
- Checked Headress Sign p91
- Indian Motorcycle Racing Sign p91
- Circle Icon Logo Sign p91
- Circle Wooden Sign p91
- Racer Sign p91
- Wooden Chalk Sign p91
- 2 in 1 headdress stopper p94

STOCKING FOR THE SEASON

To determine a typical size run for a jacket, look at your retail velocity and demographic. Below is example sizing typically needed for one jacket or casualwear item depending on the size of your dealership.

CASUALWEAR			JACKETS		
	Men's	Women's		Men's	Women's
S		1	S		1
M	1	2	M	1	2
L	2	2	L	2	2
XL	2	1	XL	2	1
2X	1		2X	1	

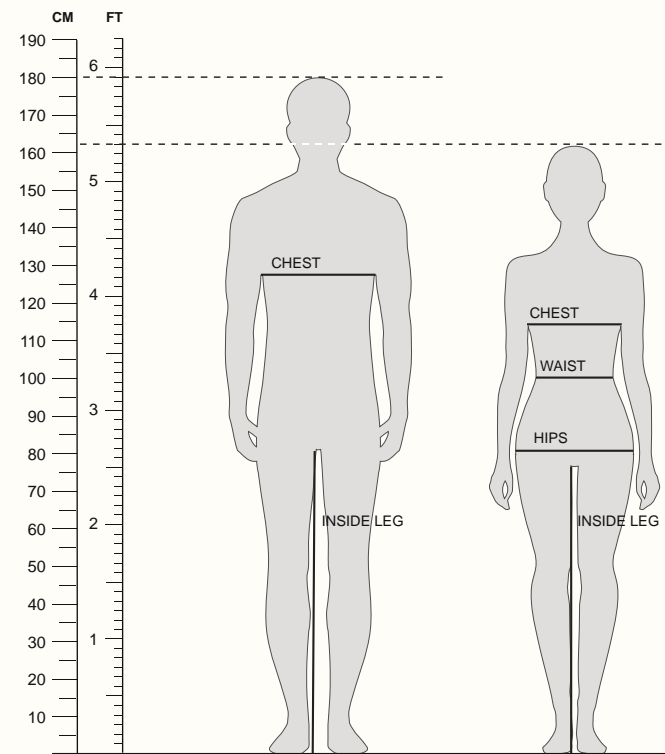
To get the best out of your upcoming order, ensure you have the right mix of products for the SS21 season. Your selections directly affect your season's apparel sales performance, including profitability and customer satisfaction.

BEFORE YOU ORDER

- Consider what budget you have for this collection.
- Your retail space needs to work to its maximum potential. Do not under or over-fill your apparel display. Focus on fewer styles in greater stock depth, so you have sizes available in store for customers to purchase.
- What is Final Season, and will be obsolete with the new collection?
- Consider your demand during events throughout the season, e.g. Open Houses, Demo Days, etc.
- Don't be too conservative. If you believe in a product you will sell it. You won't sell anything new if you don't present anything new.
- Buy products you like, but make sure you have

If you don't stock what your customers want, they will go somewhere else to buy their product!

APPAREL SIZE CHARTS



ALL BODY MEASUREMENTS ARE IN CIRCUMFERENCE

Tall sizes are 1.5-2 in (or 4-5 cms) longer in body and sleeve length.

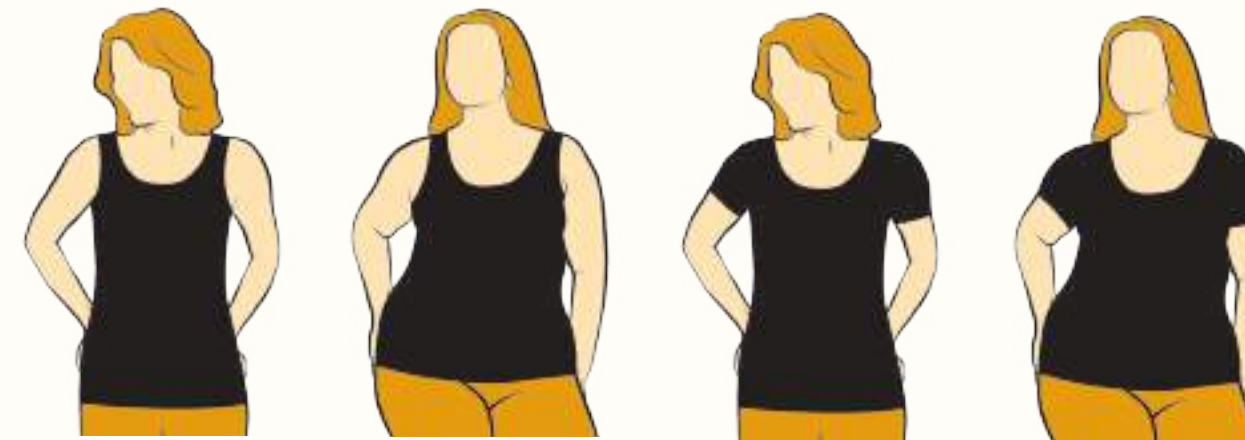
MEN'S MEASUREMENTS				
SIZE	CHEST		INSIDE LEG	
	IN	CM	IN	CM
XS	32.7	83	31.5	80
S	36.2	92	31.9	81
M	39.8	101	32.3	82
L	43.3	110	32.9	83.5
XL	46.9	119	33.5	85
2XL	50.4	128	34.1	86.5
3XL	53.9	137	34.6	88
4XL	57.9	147	35.2	89.5
5XL	61.8	157	35.8	91

- TO FIND YOUR CLOTHING SIZE:**
- Remove bulky clothing
 - Remove shoes when measuring
 - Measure with your feet together
 - Take body measurements in circumference

CHEST: Measure the chest at the widest part
WAIST: Measure the waist at the smallest part
HIPS: Measure the hips at the widest part
INSIDE LEG: Measure along the inner leg from the crotch to the floor

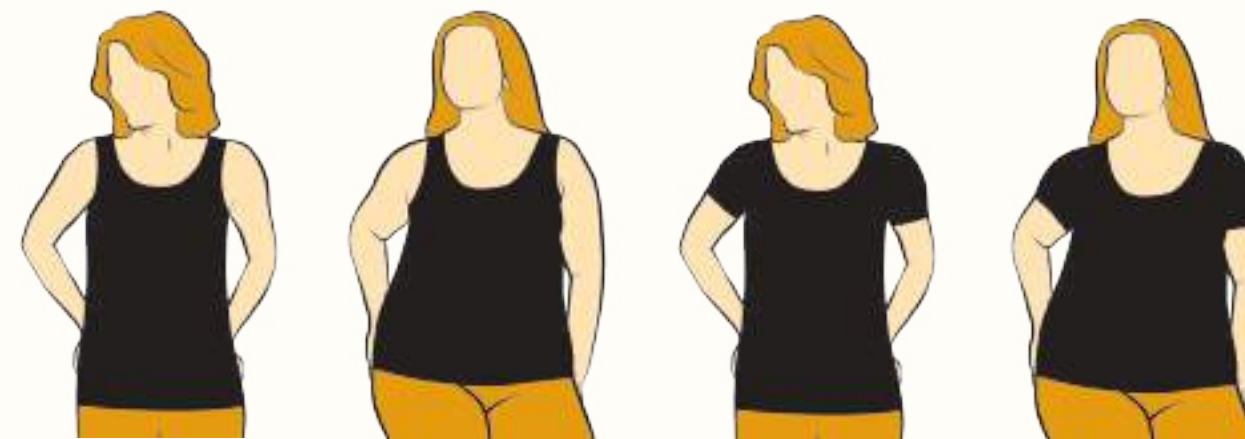
WOMEN'S MEASUREMENTS								
SIZE	CHEST		WAIST		HIPS		INSIDE LEG	
	IN	CM	IN	CM	IN	CM	IN	CM
XS	32.7	83	25.6	65	36.2	92	30.3	77
S	35	89	28	71	38.6	98	30.7	78
M	37.4	95	30.3	77	40.9	104	31.1	79
L	39.8	101	32.7	83	43.3	110	31.5	80
XL	42.9	109	35.8	91	46.5	118	32.1	81.5
2XL	46.1	117	39	99	49.6	126	32.7	83
3XL	49.2	125	42.1	107	52.8	134	33.3	84.5

WOMEN'S FIT GUIDE



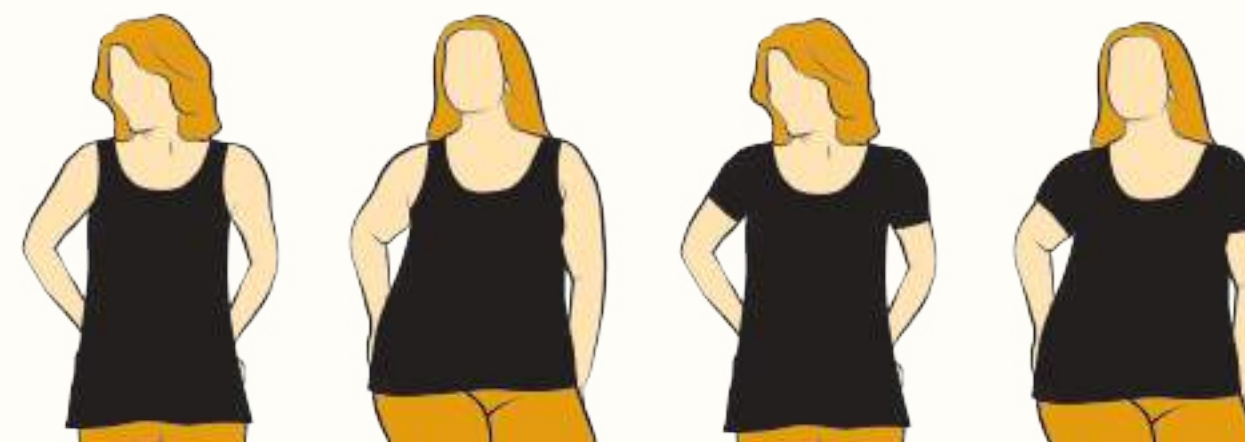
CLOSE FIT

Designed with added stretch for a flattering fit that contours the body.
 Made in an elastane blend for a comfort fit.



CLASSIC FIT

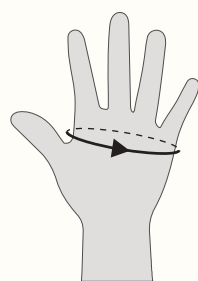
A traditional fit that gently skims the body.
 For versatility and everyday use.



RELAXED FIT

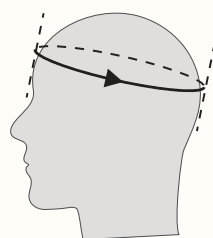
Our loosest fit designed for ultimate comfort.
 Flowy fit for all occasions.

HAND



MEN'S GLOVES		
HAND CIRCUMFERENCE		
SIZE	IN	CM
S	8.1	20.65
M	8.4	21.45
L	8.8	22.25
XL	9.1	23.05
2XL	9.4	23.85
3XL	9.7	24.65
4XL	10	25.45

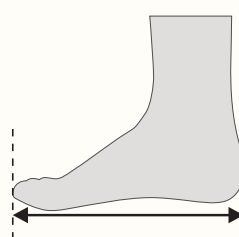
HEAD



HEADWEAR			
SIZE	IN	CM	
One Size	22.4 - 23.2	57 - 59	
S/M	21.7 - 22.4	55 - 57	
L/XL	22.8 - 23.6	58 - 60	

HELMETS			
SIZE	HEAD SIZE	IN	CM
XS	6 3/4	21.3	54
S	6 7/8 - 7	21.7 - 22	55 - 56
M	7 1/8 - 7 1/4	22.4 - 22.8	57 - 58
L	7 3/8 - 7 1/2	23.2 - 23.6	59 - 60
XL	7 5/8 - 7 3/4	24 - 24.4	61 - 62
2XL	7 7/8 - 8	24.8 - 25.2	63 - 64
3XL	8 1/8 - 8 1/4	25.6 - 26	65 - 66
4XL	8 3/8 - 8 1/2	26.4 - 26.8	67 - 68

FOOT



MEN'S FOOTWEAR				
USA	EU	UK	IN	CM
7	39	6	9.8	25
8	41	7	10.2	26
9	42	8	10.6	27
10	43	9	11	28
11	44.5	10	11.4	29
12	46	11	11.8	30
13	47	12	12.2	31
14	48	13	12.6	32

WOMEN'S FOOTWEAR				
USA	EU	UK	IN	CM
5	35	2.5	8.7	22
6	36	3.5	9	23
7	37.5	4.5	9.4	24
8	38.5	5.5	9.8	25
9	40	6.5	10.2	26
10	41.5	7.5	10.6	27
11	42.5	8.5	11	28

BELT LENGTH		
SIZE	IN	CM
S	30 - 34	76 - 86
M	34 - 38	86 - 96
L	38 - 42	96 - 106
XL	42 - 46	106 - 116
2XL	46 - 50	116 - 126

PART NUMBER SIZE GUIDE

PART NUMBER SIZE GUIDE- APPAREL*																
SIZE	XS	S	M	L	LT	XL	XLT	2XL	2XLT	3XL	3XLT	4XL	5XL	1W	2W	3W
PART #	01	02	03	06	08	09	11	12	13	14	20	15	16	17	18	19

*Based on the size you are ordering, add the above number to the end of the item's part number. LT, XLT, 2XLT, 3XLT are tall sizes.

PART NUMBER SIZE GUIDE- FOOTWEAR**														
SIZE	05	06	07	08	09	10	11	12	13	14				
PART #	05	06	07	08	09	10	11	12	13	14				

**Based on the size you are ordering, add the above number to the end of the item's part number.