



# VICTORY

## THE NEW AMERICAN MOTORCYCLE™

### **Victory Motorcycles®**

The success of the award-winning Victory Vision gave Victory Motorcycles a strong hold in the luxury touring market. Recognizing that this luxury touring space was only a fraction of the entire market, in 2010, Victory Motorcycles attacked the bulk of the touring segment and broadened its line with two new models, extending its reach with consumers into the lucrative heavyweight touring segments. Victory entered the touring market two years ago with the award-winning Victory Vision and now has built a touring family of bikes with the all-new Victory Cross Country and Victory Cross Roads. These two bikes have Victory DNA with modern and forward-looking styling and are cutting edge in their design, performance, quality and comfort. On the dimensions that matter most to buyers – storage, comfort and performance – the Victory Cross Roads and Victory Cross Country deliver 24% more storage, 52% more rear suspension travel and 18% more torque than current category leaders. These important models compliment the Victory Vision and give Victory the complete range needed to grow in the touring segment. The 2010 Victory Touring family offers three distinct models for three distinct riding needs. Recognizing customers' needs for performance and value, Victory also expanded the 8-Ball family to include the all-new Victory Vision 8-Ball and Hammer 8-Ball. Once again, Victory will offer a full line of cruisers that will continue to showcase the unique, progressive styling and custom-inspired bodywork and paint schemes that people have come to expect from Victory Motorcycles.

- **Victory Cross Country™ & Victory Cross Roads™** – Only Victory could offer the high-performance, high-comfort Victory Cross Country and Victory Cross Roads with distinctively fresh styling. These two new bikes provide long-distance riders with the best power, handling, ride, comfort and cargo space they've ever enjoyed on the open road. The Victory Cross Country and Victory Cross Roads are driven by the same Freedom 106/6 V-Twin that powers the award-winning Victory Vision. The 106-cubic inch engine, with a smooth-shifting 6-speed transmission with overdrive, delivers 92 horsepower and 109 foot-pounds of torque to provide riders with ample power on demand to control the open road at all times. The two bikes use easy-adjust rear air suspension combined with premium braking for ultimate comfort and control. The Victory Cross Country and Victory Cross Roads have an industry leading total vehicle capacity of approximately 580 pounds. Utilizing Victory CORE Technology™, both new models have an innovative two-piece cast aluminum frame resulting in the lightest bike in its class. These bikes roll on new, light weight, hollow-spoked "Roulette" wheels that are standard on all Model Year 2010 Victory touring models.

### **Victory Cross Country –**



- Built to turn heads and rack up miles, the Victory Cross Country offers a touring rider the storage, comfort and performance needed for a long day on the open road. Providing outstanding protection and convenience with its fork-mounted fairing, the Victory Cross Country is both stylish and practical. Extensive computer modeling, wind tunnel testing and on-road evaluation went into the fairing's final design which provides optimal rider protection. For optimal rider experience, the Victory Cross Country also offers cruise control for long hours of highway riding and two-speaker stereo with iPod and MP3 compatibility.

### **○ Victory Cross Roads –**



- The Victory Cross Roads is a high-performance, high-comfort hard-bag touring model with a windshield. Cruising the open roads or the back roads, riders enjoy the protection of the premium-quality Lexan windshield that was optimized through wind tunnel testing. Victory Cross Roads windshields provide excellent visibility while protecting the driver and passenger from wind, precipitation and road debris.



### Victory Vision –

- In 2008, the Victory Vision line of motorcycles established a new standard for modern American luxury-touring cruisers. The Vision luxury touring motorcycle was a revolutionary product that boasts class-leading comfort and breakthrough American styling. Victory's own Freedom 106/6 engine is the strength inside all Vision models including the new Victory Vision Tour ABS and Victory Vision 8-Ball. Similar to the Victory Cross Country and Victory Cross Roads, all 2010 Vision models will ride on the new "Roulette" wheels. With smooth, modern styling, this bike class offers a relaxed feet-forward riding position, along with outstanding wind protection, airflow management, cargo capacity, performance and reliability for all passengers.
- - **Victory Vision Tour ABS** – Equipped with the all-new automotive-style anti-lock brake system (ABS) the Victory Vision Tour ABS optimizes braking effectiveness in all riding conditions. Sensors on each wheel monitor wheel speed during braking, if the system

senses slippage or wheel lock, it engages and delivers braking that slows the wheel without locking it. Engineered for touring and comfort, the seat has 4” of padding for long rides with heated seats for the driver and passenger. Additional features include heated handgrips, cruise control, an electronically controlled windscreen and an integrated audio system wired to accommodate iPod, MP3 and GPS.

- **The 8-Ball Family –**



- With the addition of two new models to the stylish 8-Ball family in 2010, the Hammer 8-Ball and the Victory Vision 8-Ball, Victory now offers an entire line up of high-performance bikes that deliver great value to customers and the trademark blacked-out look that make 8-Ball models perfect for customizing. Featuring the Freedom 100 cubic inch engine, delivering 85 horsepower and 106 foot pounds of torque, the Hammer 8-Ball is built for performance, but like all 8-Balls, delivers on styling as well, with a distinctive long and low look, which shows off this custom-inspired bike and creates an aggressive riding position unmatched in the cruiser market. Not to be outdone, the Victory Vision 8-Ball takes luxury touring to the dark side with blacked-out components and minimal chrome. Engineered for comfort and convenience, the Victory Vision 8-Ball is wired to utilize popular accessories including heated grips, heated seats, cruise control and more. The 8-Ball treatment makes the Victory Vision styling

and ride available at a value price point and is an ideal platform for customizing a bike with the desired accessories.

- **Ness Signature Series**



- The cruiser market's most in-demand, limited edition models are back in 2010 as Arlen and Cory Ness, legendary custom bike builders and Victory styling partners, once again display a pair of limited edition Victory models. Both the 2010 Arlen Ness Signature Series Victory Vision and the Cory Ness Signature Series Vegas Jackpot have been produced in a special, limited-edition quantity. To reinforce the limited-edition nature of these models, each 2010 Ness bike will have a metal plate with the bike's number, either the Arlen Ness or Cory Ness logo. Other features include custom paint schemes, newly styled Ness chrome and billet accessories, along with Ness wheels and an extensive list of other Ness-designed details.

“Victory is on the gas like no other motorcycle company and well positioned in every segment of the touring cruiser market,” said Steve Menneto, general manager of Victory Motorcycles. “With 24 models in 2010 the customer will see a leaner, meaner Victory motorcycle in stock. We built a Victory Touring Family with the additions of the Victory Cross Roads and Victory Cross Country and have expanded the Victory 8-Ball line to the Hammer and Vision, creating superior value for our customers.”