

# BLACK BRAND

MOTORCYCLE CLOTHING

*CUZ NOBODY ELSE  
HAD THE BALLS TO*

*ARRIVING  
FEBRUARY 2016*





**TR  
BC**



WE ARE A HOUSE OF BRANDS.

And, we're continuing to build on our strong foundation. In fact, we now have more brands, stocked in more warehouses, with more next day availability than ever!





## DEALER BILL OF RIGHTS

Tucker Rocky/Biker's Choice is committed to earning our leadership position in the Powersports Industry every day by providing value-added services with courtesy and integrity. Our desire to be your trusted and reliable source for after-market parts and apparel is second to none.

### Our Core Values

**Integrity** – We pledge that honest and ethical principles will guide our actions and decisions at all times.

**Respect and Dignity** – We will treat our customers, vendors and employees as they would want to be treated.

**Dealer Centric** – We will consider and take into account our customers' needs while constantly striving to provide exceptional service and added value.

**Teamwork** – We will work with our customers to ensure their long-term success.

**Accountability** – We will accept responsibility for our actions and performance, if there's an issue, we will make it right.

**Continuous Innovation and Improvement** – We will continually earn our future position by pioneering new solutions that provide direct benefit to our customers.

### Our Service Commitment

**Reliability** – We will stock the products you need and that your customers demand in a Distribution Center close to you.

**Timely** – We will ship orders received within the published cut-offs the same day.

**Quality** – We will package products with the utmost care to avoid transit damage.

### Protection of Confidential Information

**Privacy** - We will never share our customer's confidential account information, ever, it's as simple as that. We will respect the privacy of our customer's information and promise that it will not be shared with any other dealer or powersports entity of any kind.

  
President and CEO

**QUESTIONS?**  
**CALL CUSTOMER SERVICE**  
**P 1.800.347.7070**  
**F 1.800.304.1020**

**ONLINE ORDERS**  
**VISIT TRDEALER.COM**



# STINGER'S COMPONENTS

Audio & Video	7-76	AUDIO & VIDEO
Indian & Victory	77-147	INDIAN & VICTORY
Windshields	148-186	WINDSHIELDS
Seats & Sissy Bars	187-283	SEATS & SISSY BARS
Luggage	284-379	LUGGAGE
Security & Covers	380-412	SECURITY & COVERS
Tires & Wheels	413-494	TIRES & WHEELS
Brakes	495-560	BRAKES
Chassis	561-592	CHASSIS
Suspension	593-643	SUSPENSION
Sheet Metal	644-724	SHEET METAL
Exhaust	725-858	EXHAUST
Fuel & Air Systems	859-948	FUEL & AIR SYSTEMS
Engine & Oil Filters	949-1092	ENGINE & OIL FILTERS
Primary Drive	1093-1141	PRIMARY DRIVE
Transmission & Final Drive	1142-1198	TRANSMISSION & FINAL DRIVE
Gaskets & Hardware	1199-1271	GASKETS & HARDWARE
Handlebars & Control	1272-1392	HANDLEBARS & CONTROL
Cables	1393-1474	CABLES
Foot Control	1475-1544	FOOT CONTROL
Instrument & Lighting	1545-1656	INSTRUMENT & LIGHTING
Electrical	1657-1740	ELECTRICAL
Batteries & Chargers	1741-1769	BATTERIES & CHARGERS
Trailers & Ramps	1770-1797	TRAILERS & RAMPS
Chemical & Lubes	1798-1857	CHEMICAL & LUBES
Tools & Supplies	1858-1899	TOOLS & SUPPLIES
General Accessories & Display	1900-1937	GENERAL ACCESSORIES & DISPLAY
Cross Reference	1938-1942	CROSS REFERENCE
Index	1943-1986	INDEX



# BIKER'S CHOICE 2016

## **What's New for 2016.**

Welcome to the 2016 Biker's Choice catalog! We have lined up some hot new products for you in response to your suggestions. We are just as passionate about our bikes as you, so how could we say no?

We've added over 3,600 new SKUs for you. This means we've beefed up our product line and filled in some gaps in the portfolio to help you keep your motor running. Some of those new items are for Indian bikes. The brand has been growing like crazy and making a significant mark on the industry.

One new item we've added is Twin Power's Lithium-Ion batteries. These batteries are cranking...literally...with up to 625 cold cranking amps to keep your bike purring. They are easy to fit as well, which makes going from your old O.E.M. battery to this environmentally friendly one a snap.

Finally, we've given our Chemicals & Lube section a make over. You can now search for the product you need by application instead of brand. This lets you compare the products and decide exactly what you need easily.

We are always adding new products, so make sure you keep an eye out for announcements from us. Remember, Biker's Choice is the only place to go for all of your motorcycle needs.

