

ISSUE #12
2016 FALL/WINTER COLLECTION

WHEELS



TM



DEPLOYED

COLLECTION

RIDEICON.COM

rideicon





Silhouette, stance, and savoir faire: the Magpul Ronin is equipped with all in spades. Built on the damned whisper of Erik Buell's last breath, legend has it that only forty-seven of these apex predators will ever be made. Er, forty-six....we're keeping this one.



DEPLOYED COLLECTION

- \$375 VARIANT DEPLOYED™ HELMET
- \$190 MERC DEPLOYED™ JACKET
- \$35 ANTHEM DEPLOYED™ GLOVE





DEPLOYED COLLECTION

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- '190 MERC DEPLOYED™ JACKET
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DEPLOYED
TRIUMPH TIGER EXPLORER



20 / **16** FALL
ICON 1000
COLLECTION

ICON1000.COM





Three Martini Lunch

ICON
ICON ONE THOUS



ONE FOR THE ROAD

We were on a high-speed burn out of the wretched SoCal gridlock, headed east in a heap of trouble. An olive-colored missile pitted against the red-tinged rock of southeast Utah. We had come looking for nothing. About 3 days in, we found it.





ICON
1000
AXYS
JACKET

S-XL \$450

It's hard to tell which side of the tracks is the wrong side when you're standing on top of them. The 1000 Axys leather jacket doesn't keep tabs on those sorts of things, it has your back no matter what. When things go sideways you can count on its 1.1-1.3mm TrackSpec™ leather. Chest vents, combined with perforations, provide plenty of flow while the removable quilted liner quickly adjusts to any riding condition. Internal D30® impact protectors (shoulder, elbow, and back) complete the package.



ICON 1000 AXYS COLLECTION

- 1. JACKKNIFE JERSEY // \$35
- 2. AXYS JACKET // \$450
- 3. APP GHOST CARBON // \$600
- 4. INLINE BEANIE // \$35
- 5. ROYAL DRIVE PANT // \$100
- 6. JACKKNIFE HANKY // \$15
- 7. AXYS GLOVES // \$85
- 8. 1000 WRISTBAND // \$10
- 9. INLINE TEE // \$25
- 10. RETROGRADE BOOT // \$260



20/

16

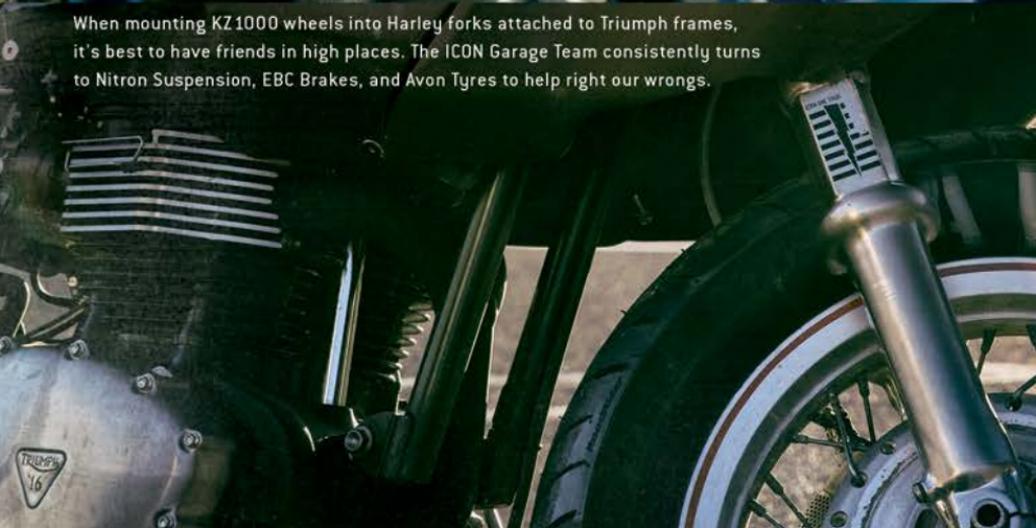
THREE
MARTINI
LUNCH



Verdoro green adorns the flanks of this priceless Hinckley beauty. The color was stolen from the only Pontiac that ever mattered and applied to this English tart in a dank woodland garage. The rest of the fab, like all things ICON 1000, was circumscribed within our ballowed Slabtown shop. The build, as it were, was fueled by a precise 6:1 premix blend. By most standards that is running incredibly rich, but our hammered livers and jittery vocals require the extra lube to keep them from seizing during heated design critiques.



When mounting KZ1000 wheels into Harley forks attached to Triumph frames, it's best to have friends in high places. The ICON Garage Team consistently turns to Nitron Suspension, EBC Brakes, and Avon Tyres to help right our wrongs.





TRIUMPH



NITRON



AVON



EBC



EYES ON THE PRIZES

There's something special about air-cooled riding machines. A droning buzz that harmonizes with the surrounding environment. Encase that tone within the staggered trenches of Utah's moonscape, and it becomes the soundtrack for our journey to nothing.



(VIEW)
(R14)

NEW FACE

(SHELL TYPE)
AIRFRAME PRO

BROZAK™



\$430



SMILES FOR MILES

Nothing says happy time like a pocket full of Brozak™ and a wrist full of throttle. The AFP Brozak is all party up front, all demon out back. A green and yellow Class A prescription now available in an over-the-counter family-sized pack. Tastes like sugar, smells like victory, and won't leave a trace when it comes time to visit your P.O.

[SHELL TYPE]

AIRFRAME PRO

DEPLOYED™



\$400



[VIEWS]

(R3/4)



NEW FACE

(F3/4)



Gain the upper hand in the urban mission with AFP Deployed. Designed for the aggressive sport riding position with optimized aerodynamics, giving you the tactical advantage. The ICON Army is recruiting; will you answer the call?

[SHELL TYPE]
AIRFRAME PRO

FLASH BANG™

\$600



[VIEWS]

[R3/4]



[F3/4]



NEW FA16

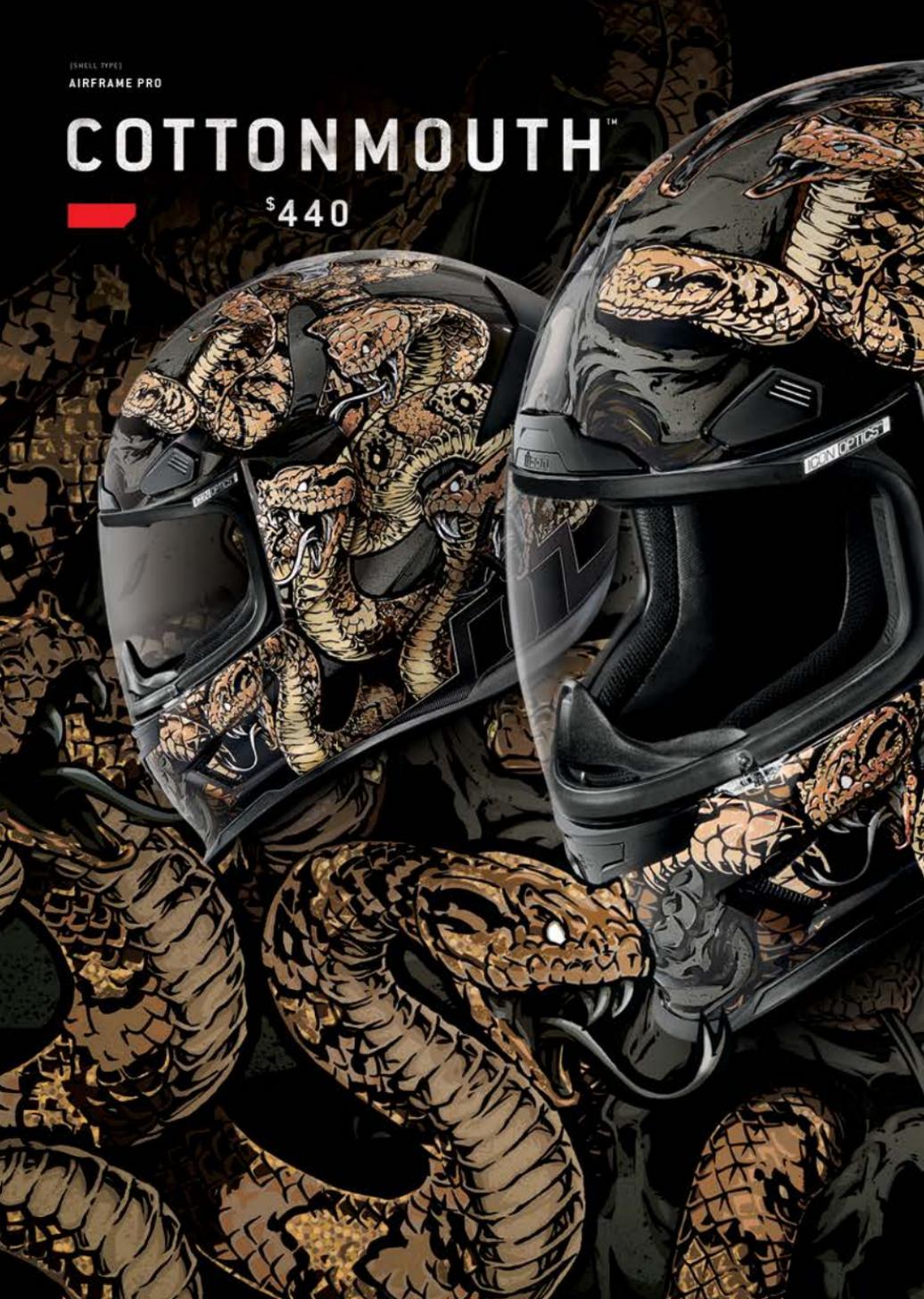
ICON's exclusive handmade 4Tress™ carbon fiber shell provides unparalleled strength while remaining incredibly lightweight. Its "Angle of Attack" orientation is built for optimized aerodynamics in an aggressive sport bike riding posture. AFP Flashbang Includes an ICON Tracshield.

(SHELL PAPER)

AIRFRAME PRO

COTTONMOUTH™

\$440



The image features two motorcycle helmets, one in the foreground and one slightly behind it to the right. Both helmets are covered in a detailed, golden-brown illustration of a Medusa, a multi-headed serpent from Greek mythology. The snakes are depicted with their mouths open, showing fangs and tongues. The helmets are set against a dark background filled with a repeating pattern of the same Medusa design. The overall aesthetic is gritty and rockabilly.

WE'VE HAD IT WITH THE SNAKES ON THIS MF HELMET

Like a stealth viper with a hallucinatory bite, the Cottonmouth serves up a Medusa-driven strike with a rocka-rolla twist. Now you see it, now you're stoned.

[SHELL TYPE]
VARIANT

COTTONMOUTH™

\$365



Wrapped in hatred with no venom wasted, the Variant Cottonmouth will not be charmed. Like a tightly coiled spring, it waits to pounce at the first sign of prey: YOU. So go on, snake charmer... give it a kiss.

[VIEWS]
(R3/4)



NEW FALL

(F3/4)



[VIEWS]
(R3/4)



NEW FALL

(F3/4)



[SHELL TYPE]
VARIANT

DEPLOYED™

\$375



Out in the field, your lifeline is trustworthy gear, a sharp blade, and an even sharper wit. The Variant Deployed understands your methodology and acts without passion or morality. Ready, Set, Deploy.

[VIEWS]
(R3/4)



NEW FA16

(F3/4)



[VIEWS]
(R3/4)



NEW FA16

(F3/4)



(SHELL TYPE)
AIRMADA

SPACEBASSFACE™

\$280



INTERPLANETARY FUNKMANSHIP

Attention all starchildren, we have descended to take back the pyramids and transcend transitions of boundaries and time. Funkin' your head through the galaxy with the Airmada Space Bass Face one riff at a time. Can you dig it?



[SHELL TYPE]

ALLIANCE GT

SHAGUAR™

\$225



Engage your natural predatory instincts and let your inner jungle cat loose. The Alliance GT Shaguar is a guaranteed head turner minus the trip to the Serengeti. Animal prints topped with a dash of glitter: stalking prey never looked so good.

[VIEWS]

[R3/4]



NEW FADE



[F3/4]

[SHELL TYPE]

ALLIANCE GT

OPERATOR™

\$225

If you're headed up north of the Do Long bridge, you'd best outfit yourself accordingly. We suggest period correct tiger stripes combined with a dash of leopard print. You never know what kind of cats you'll run into deep in the bush.

[VIEWS]

[R3/4]

[F3/4]



NEW FALL



[SHELL TYPE]

ALLIANCE GT

WATCHKEEPER™

\$225

Quick and cunning, this bird of prey moves freely between worlds of mortal and divine. Drop the shield on the Alliance GT Watchkeeper to carve through the day and flip it up to stalk the night; all seeing, all knowing.

[VIEWS]

[R3/4]

[F3/4]



NEW FALL





WELCOME TO THE SHAGUAR



SHAGUAR COLLECTION // FALL2016

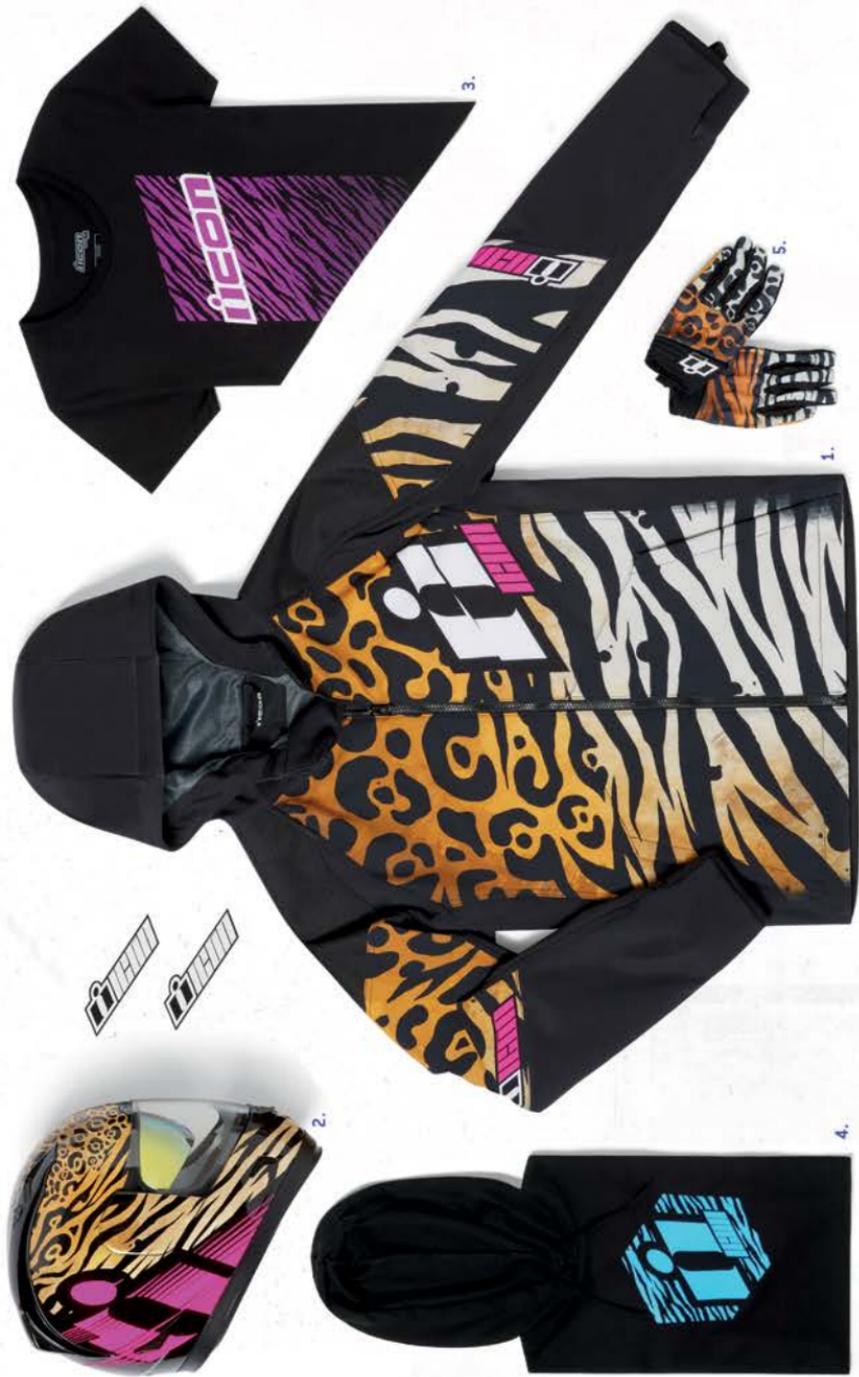


ANGEL



With the help of ICON team rider Ewa Pieniakowska, we set out to blend all three of our favorite felines into the most awesome of all jungle stalkers—the Shaguar™. Half sexy time, half prowess, fully purrtastic.

SHAGUAR COLLECTION // FALL 2016



1. WOMENS MERC SHAGUAR™ JACKET // \$185

3. WOMENS RECOTEBRA™ TEE // \$20

5. ANTHEM SHAGUAR™ MESH GLOVE // \$35

2. ALLIANCE GT SHAGUAR™ HELMET // \$225

4. WOMENS HEXAZEBRA™ THERMAL // \$35

TASTE
TASTE
THE
BRIGHT
LIGHTS





Finished in a fierce tan to orange fade, the Shaguar collection is as strong as the Kitties who rock it. The helmet features an internal drop-shield to keep just enough emotional distance between said kitty and the swarming sportbike fanboys. Too far and they lose interest, too close and it just gets weird. The jacket is also equipped with its own line of defense, including a women's specific D30® back protector. Built for a woman, but strong enough for a man, this orange miracle polymer is built to take the hits the urban jungle dishes out.





RAIDEN

We had filled the Africa Twin's tank to the very top. It would be a long time before we saw any trace of civilization again, and every ounce of fuel would be needed for our outer rim route.

With 1000ccs of brand new Honda, we were headed to the top of the world. Or at least the top of Utah.

ICONRAIDEN.COM



RAIDEN DKR

MONOCHROMATIC WATERPROOF JACKET

AVAILABLE IN BLACK & GREY

S-4XL // \$395



The RAIDEN DKR Jacket has been designed for hardcore dual sport riding by hardcore dual sport riders. The HYCOR waterproof /breathable construction is Dupont Teflon® coated with complete seam sealing. Vent zippers have been relocated to avoid moisture buildup but still provide maximum airflow. The main zipper features a gusset and a magnetic storm flap, and we've made the Thermolite® liner thicker, but with TechMesh® panels built in for more efficient core regulation and more athletic fit. The RAIDEN DKR Jacket's HYCOR chassis provides all the waterproofness and crashability but with less fatigue during extended rides. Removal of excess snaps, zippers and pulls further decreases the weight of the garment and enables an enhanced fit.





RAIDEN DKR

MONOCHROMATIC WATERPROOF PANT

AVAILABLE IN BLACK & GREY
S-4XL // \$285

Our most adventure-ready pant to date, the RAIDEN DKR Waterproof Pant is the choice companion to the DKR Jacket. Sharing the same HYCOR chassis as the jacket, further lengths have been taken with full seam sealing and full-leg waterproof YKK® zippers. Housed within the chassis is a full complement of D30® impact protectors – both hip and knee. Removable boot stirrups and suspenders are also standard.



RAIDEN

1)



2)



3)



4)



5)



RAIDEN DKR

MONOCHROMATIC COLLECTION

1) RAIDEN DKR MONOCHROMATIC PANTS \$285

2) VARIANT DEPLOYED HELMET \$375

3) RAIDEN ALCAN GLOVE \$110

4) RAIDEN WRISTBAND \$10

5) RAIDEN DKR BOOT \$265

6) RAIDEN DKR HAT \$25



6)



8)

7)



9)



7) RAIDEN DKR MONOCHROMATIC JACKET \$395

8) RAIDEN SPLINTERED HOODY \$45

9) RAIDEN XCP PERFORMANCE SOCKS \$30





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