








**CRUISER**  
ACCESSORIES



**YEARS OF INNOVATION**



**2015 CATALOG**

2015

2005

1995

1985

# Table of C O N T E N T S

30 Years	3
Adjustability	4
Engineered	5
Designer Chrome	6-8
Basic Chrome	9
Designer Black	10
Basic Black	11
Bling	12-13
Graphics	14-15
Emblem/Licensed	16
Specialty Finish	17
Motorcycle	18-19
Combos	20-21
Shields	22
Hardware	23-25
3d-Cals™	26-27
Display Racks	28-29
Why Cruiser?	30

## Our Philosophy is EASY!



**TEAM**

**E = Excellence**  
Attention to Detail, Efficient & Knowledgeable

**A = Accessibility**  
Real People, Listen, Open Communications

**S = Solutions**  
Flexibility, Integrity, Values, Positive

**Y = Yes**  
Relationships, Teamwork, "Can Do!" Attitude

# 30 CRUISER ACCESSORIES

1985 - Paul Spencer forms Cruiser Accessories, and carves out a niche in designer license plate frames by introducing the Chain and Twist to the Marketplace; which are still sold today.

1991 - Cruiser's company grows by selling products internationally to include Canada, Mexico, and South America.

1995 - Cruiser developed the Classic Chrome frame and is still being sold today.

1996 - Cruiser Accessories moved its manufacturing from Torrance, California to Monument, Colorado.

2004 - Todd Spencer sees the Rock Tamers product on a truck pulling a boat and finds it intriguing and unique. He recognizes it as a way to solve a problem he had protecting his boat and thought he could help others protect their towables as well.

2005 - Cruiser Accessories introduces the Diamondesque, Chrome frame to the Marketplace, which is the #1 frame in the automotive aftermarket.

2010 - Cruiser Accessories, LLC buys the patent for the Rock Tamers Mudflap System.

2014 - Rock Tamers launched an updated and enhanced website. Rock Tamers are featured on the Velocity Channel's Motorhead Garage

Today, Cruiser Accessories is a growing business with an experienced team of designers and innovative leaders. Cruiser Accessories and Rock Tamers total attention to detail is unlike any other. Their unique designs have been granted numerous patents and registered trademarks. Both companies use high quality materials and finishes while continuing to perform rigorous product testing and quality assurance.

Cruiser Accessories and Rock Tamers prides itself on having integrity, passion and the understanding of our customers needs and wants. We are your one-stop-solution.

[License plate](#)





# ADJUSTABILITY...

A Cruiser Accessories Innovation

## SKULL & CHAIN

25135 Chrome/Black Design & Utility Patented  
 pg. 8

Option  
A



\* Utility Patented



Option  
B



Look for this Exclusive Cruiser Accessories Logo on the package.

ENGINEERED TO<sup>®</sup>

# SHOW MORE PLATE



## STAINLESS

21110 Stainless Steel  
pg. 17



Before



After



- Over 90% of the Cruiser Accessories product line has been "Engineered To Show More Plate".
- Cruiser Accessories offers slotted holes allowing maximum frame adjustability on your vehicle to ensure state names and registration tags are not obstructed.
- Cruiser Accessories offers our Perimeter frame allowing the entire license plate to fit inside the frame.
- We have recently designed a frame where a removable emblem can be installed on the top or bottom of the frame allowing maximum plate visibility.

## CHAIN

20530 Chrome  
pg. 8



Before



After

## PERIMETER

30630 Shown in Chrome  
pg. 9



Plate sits INSIDE frame,  
**SHOWING ENTIRE  
PLATE!**





**THE FRAME THAT STARTED  
THE REACTION**

## **PALM TREE**

19003 Chrome *Design Patented*



## **CHAIN**

20530 Chrome



## **DAISY**

19130 Chrome/Painted *Design Patented*



## **TWIST**

20730 Chrome



## **TWINS**

20230 Chrome



## **BLADES**

22013 Chrome



## TRIBAL II

22135 Chrome/Black *Design Patented*



## BARBED WIRE II

22230 Chrome



## IMMERSION

21535 Chrome/Black *Design Patented*



*New!*

## EAGLE

22330 Chrome *Design & Utility Patented*



## HEART

22436 Chrome/Pink *Design Patented*



## CURVE

22735 Chrome/Black *Design Patented*



## GOLF CLUB

19509 Chrome/Painted *Design Patented*



DESIGNER CHROME

### FLEUR DE LIS

22835 Chrome/Black *Design Patented*



### SKULL & CHAIN

25135 Chrome/Black *Design & Utility Patented*



### SKULL & BONE

25231 Chrome *Design & Utility Patented*



### SKULL MORPHED

25339 Chrome/Black *Design & Utility Patented*



New!

### FIREFIGHTER

30936 Chrome/Black/Red w/fastener caps *Design Patent Pending*



### ICHTHUS

29003 Chrome



### DIAMOND PLATE

30830 Chrome



### BILLET

58350 Chrome/Black



### VINTAGE

58463 Red/Chrome w/fastener caps *Design Patent Pending*

New!





# NEO

15030 Chrome



# NEO SPORT

15130 Chrome



# NEO CLASSIC

15330 Chrome



# CLASSIC LITE

20030 Chrome



# CLASSIC

20130 Chrome



# NOUVEAU

20630 Chrome w/fastener caps



# NOUVEAU

20643 Chrome Plastic



# SLIM RIM

21330 Chrome



# PERIMETER

30630 Chrome





**DESIGNER  
BLACK**

**HUNTING**

19656 Matte Black/Orange w/fastener cap  
*Design Patent Pending*

*New!*



**HEART**

22456 Glossy Black/Pink *Design Patented*



**CURVE**

22753 Black/Chrome *Design Patented*



**DIAMOND PLATE**

30850 Matte Black

*New!*



**DEFENDER**

58153 Matte Black/Chrome *Design Patented*



**TWO TONE**

63350 Chrome/Black w/fastener caps *Design Patented*



### NEO

15050 Black



### NOUVEAU

20640 Black Plastic



### NEO CLASSIC

15350 Black



### NOUVEAU

20650 Black w/fastener caps



### CLASSIC LITE

20050 Black



### SLIM RIM

21350 Black



### NOUVEAU TWO FRAME VALU-PAK

20642 Black Plastic



### PERIMETER

30650 Black





**NEO DIAMONDESQUE**

15530 Chrome *Design Patented*



**GLITZ** *TM Pending*

17533 Chrome/Silver/Clear *Design Patented*



**GLITZ** *TM Pending*

17536 Chrome/Pink/Clear *Design Patented*



**DIAMONDESQUE**

18130 Chrome/Clear *Design Patented*



**DIAMONDESQUE**

18150 Matte Black/Clear *Design Patented*



**DIAMONDESQUE**

18156 Matte Black/Pink *Design Patented*



*New!*

*New!*



**ZEBRA BLING**

18503 Chrome/Clear *Patent Pending*



**SNOW LEOPARD BLING**

18513 Chrome/Clear *Patent Pending*



**LEOPARD BLING**

18517 Chrome/Gold/Clear *Patent Pending*



**BUTTON TUCK BLING**

18525 Chrome/Black/Clear *Design Patented*



**RETRO POLKA DOT BLING**

18536 Chrome/Pink/Black/Clear *Design Patented*



**RIBBON BLING**

18545 Chrome/Black/Clear *Design Patented*



**QUEEN**

22630 Chrome/Clear w/fastener caps *Patent Pending*

*New!*



**PRINCESS**

22635 Chrome/Black *Design Patented*



*New!*

*New!*

# USA FLAG

23003 Chrome



# TRIBAL

23023 Chrome



# PAWS

23033 Chrome



# BUTTERFLY

23053 Chrome w/fastener caps



# ATTITUDES

23073 Chrome w/fastener caps



# HIBISCUS

23083 Chrome w/fastener caps



# CAMO-GIRL

23093 Chrome w/fastener caps



# CAMO

23095 Black w/fastener caps

*New!*



# MEXICO

23103 Chrome



# I LOVE JESUS

23113 Chrome



# CANADA MAPLE LEAF

23203 Chrome



COMES WITH 4 FASTENER CAPS!

# LIVE FOOTBALL™

23303 Chrome w/fastener caps



# LIVE SOCCER™ Pending

23333 Chrome w/fastener caps



# LIVE BASEBALL™

23313 Chrome w/fastener caps



# LIVE VOLLEYBALL™

23343 Chrome w/fastener caps



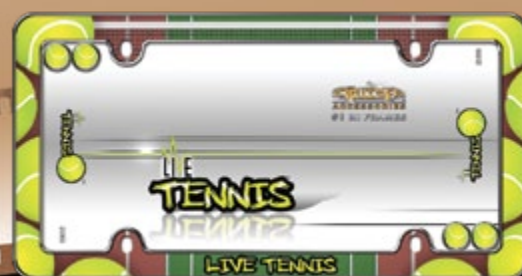
# LIVE BASKETBALL™

23323 Chrome w/fastener caps



# LIVE TENNIS™

23353 Chrome w/fastener caps



# CADILLAC

10330 Chrome w/fastener caps *Design & Utility Patented*



# DODGE

11036 Chrome/Red



# CHEVY

10437 Chrome/Gold *Design Patented*



# RAM

11135 Chrome/Black *Design & Utility Patented*





# NEO SPORT

15180 Black Chrome



# NEO SPORT

15190 Brushed Nickel



# FISHING

19783 Black Chrome/Chrome *Design Patent Pending*

*New!*



# NOUVEAU

20680 Black Chrome w/fastener caps



# ELITE STAINLESS

21010 Stainless Steel



# STAINLESS

21110 Stainless Steel



# RED REFLECTOR II

30436 Red/Chrome



# CARBON FIBER II

58098 Carbon Fiber/Black Chrome



# FIBER

59053 Black/Chrome

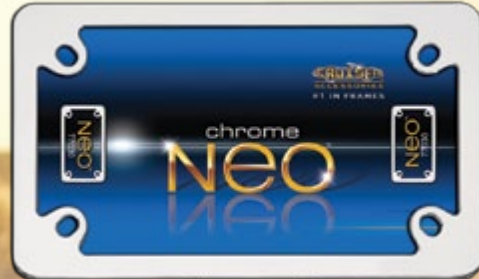


# Motorcycle



## MC NEO

77030 Chrome



## MC EAGLE

77023 Chrome *Design Patented*



## MC NEO CLASSIC

77330 Chrome



## MC BARBED WIRE

77430 Chrome



## MC NEO

77050 Black



## MC TWINS

77930 Chrome



*New!*

## MC NEO CLASSIC

77350 Black



## MC DIAMONDESQUE

77730 Chrome/Clear *Design Patented*



## MC NEO DIAMONDESQUE

77830 Chrome/Clear *Design Patented*



## MC USA FLAG

77203 Chrome



## MC ELITE STAINLESS

77000 Stainless Steel



## MC SPIKES

77015 Black/Chrome



## MC CARBON FIBER II

77198 Carbon Fiber/Black Chrome



## MC NEO CLASSIC

77331 Chrome • Solo para Mexico.



## MC NEO CLASSIC

77351 Black • Solo para Mexico.



## MC TUF BUBBLE SHIELD

77602 Smoke • Solo para Mexico.



# COMBO

Frame and U.V. Acrylic Bubble Shield

- 60310 Chrome/Clear
- 60320 Chrome/Smoke
- 60510 Black/Clear
- 60520 Black/Smoke



# TUF UNBREAKABLE COMBO

Frame and Unbreakable U.V. Polycarbonate Tuf Bubble Shield

- 62031 Chrome/Clear
- 62032 Chrome/Smoke
- 62034 Chrome/Blue
- 62051 Black/Clear
- 62052 Black/Smoke



### LEGAL DISCLAIMER

Laws concerning shields vary from State/Province to State/Province. Please check your State/Provincial and Local/Municipal Laws and Regulations.

**"LIFETIME GUARANTEE AGAINST BREAKAGE!"**  
 (excludes bends and scratches)

Please contact Cruiser Accessories (NOT retailer) at 1-800-545-1894 to make arrangements for replacement only. Cruiser Accessories reserves the right to inspect and replace product at its sole discretion. No cash refunds or credits issued.



**ULTIMATE TUF COMBO**



Includes Frame, Unbreakable U.V. Polycarbonate Tuf Bubble Shield, 2 sets of Locking Stainless Star Pin® Fasteners (Standard & Metric) and 1 set of Fastener Caps

62310 Chrome/Clear



62320 Chrome/Smoke



62510 Black/Clear



62520 Black/Smoke



**LEGAL DISCLAIMER**

Laws concerning shields vary from State/Province to State/Province. Please check your State/Provincial and Local/Municipal Laws and Regulations.

# BUBBLE SHIELD

## U.V. ACRYLIC

- 72100 Clear
- 72200 Smoke



# DOUBLE BUBBLE VALU-PAK

- 72101 Clear



# TUF UNBREAKABLE BUBBLE SHIELD

## UNBREAKABLE U.V. POLYCARBONATE

- 73100 Clear
- 73200 Smoke
- 73400 Blue



# TUF UNBREAKABLE FLAT SHIELD

## UNBREAKABLE U.V. POLYCARBONATE

- 76100 Clear
- 76200 Smoke
- 76400 Blue



### LEGAL DISCLAIMER

Laws concerning shields vary from State/Province to State/Province. Please check your State/Provincial and Local/Municipal Laws and Regulations.

**SUCTION CUPS**

78410 Clear (4) Pack



**LICENSE PLATE BRACKET \***

79050 Black



**MOUNTING PLATE \***

79150 Black *Design Patented*



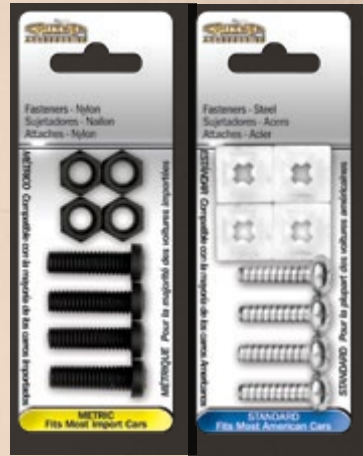
**\* USE FOR:**

- Mounting license plate on new vehicles with contoured bumpers if factory bracket did not come with vehicle.
- Mounting license plate to any trailer.
- Mounting an additional novelty plate to any vehicle.

**FASTENERS**

80150 Metric-Nylon, Black

80230 Standard-Steel



80330 Metric-Steel

80430 Tapping Stainless



- New!**
- 80553 Black Nylon w/fastener caps
  - 80630 Stainless Steel
  - 80733 Anti-Theft





# LOCK IT DOWN!

with LOCKING FASTENERS\*\*

- Uniquely designed to deter the removal of any Cruiser Accessories license plate frame or plate
- Star Pin® in the center with the special key makes it impossible to remove with a typical Allen wrench
- Locking Stainless Star Pin® fasteners are available for most American and Import vehicles
- Registered trademark on the “Star Pin® Anti-Theft System”

81200 Standard - Stainless Star Pin®  
81300 Metric - Stainless Star Pin®



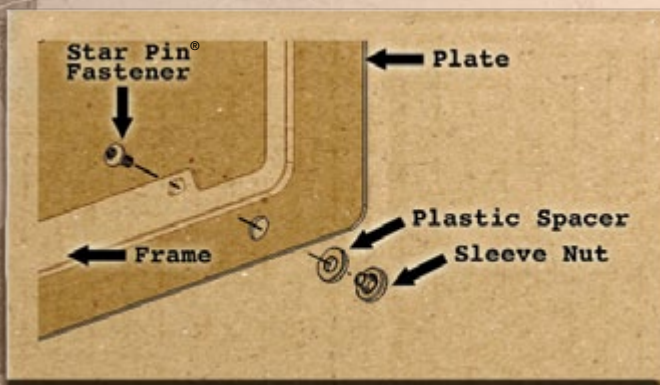
81400 Rattle Stop-Stainless Star Pin® *Utility Patented*

81420 Stainless Rattle Stop Kit - Standard *Utility Patented*  
81430 Stainless Rattle Stop Kit - Metric *Utility Patented*



## Only 2 Bolt Holes? No Problem... How it Works:

**HARDWARE**



- Prevent rattling with the Rattle Stop Fasteners
- Securely attaches your license plate and frame together on the lower two bolt holes
- Made of high quality Stainless Steel
- Star Pin® Anti-theft Fastener system
- Registered trademarks on both Rattle Stop and Star Pin®



# ULTIMATE KIT\*

81500 Standard/Metric - Stainless Star Pin®

*"One Kit Fits All!"* Utility Patented



## FASTENER CAPS

82226 Reflector II, Red



82300 USA Flag

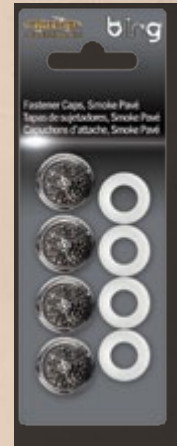


## FASTENER CAPS

82431 Chrome/Clear Pave

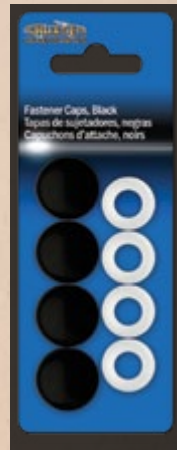
82432 Chrome/Smoke Pave

82456 Matte Black/Pink Pave

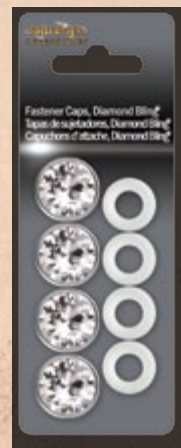


82630 Chrome

82650 Black



82730 Diamond Bling



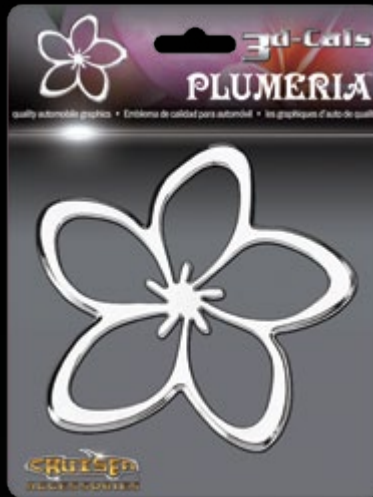
HARDWARE

# 3d-Cals™

83003 Hula Flops, Chrome



83033 Plumeria, Chrome



83063 Peace, Chrome



83013 Turtle, Chrome



83043 Shaka, Chrome



83083 American Flag, Chrome



83023 Hibiscus, Chrome



83053 Gecko, Chrome



83103 Ichthus, Chrome



(All 3D Cals shown in package)

83203 Biohazard, Chrome



# 3d-Cals™

83303 Butterfly, Chrome



83403 Rose, Chrome



83503 Cross & Dove, Chrome



83606 Heart, Hot Pink



83703 Bear Paw, Chrome

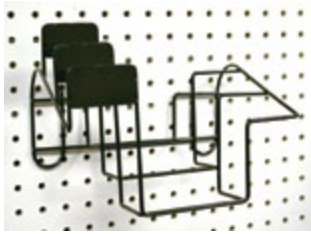


83803 Grenade, Chrome *Design Patent Pending*

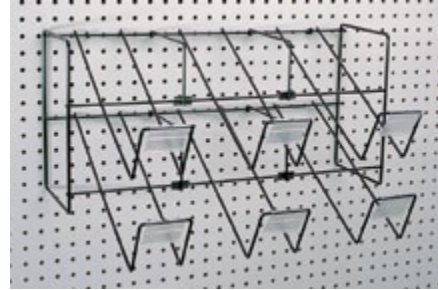


# DISPLAY RACKS

90035 Motorcycle 3 Pocket, Black  
(with metal tabs)



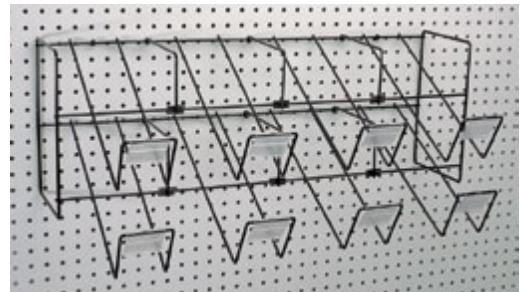
90600 Horizontal 6 Pocket, Black  
(includes 6 UPC tabs) *Design & Utility Patented*



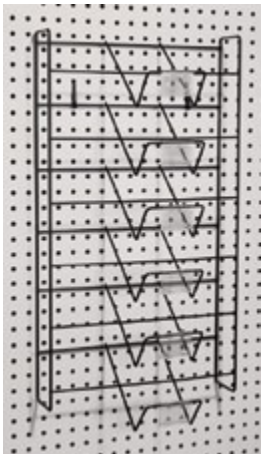
90200 Floor Standing 20 Pocket, Black  
(includes 30 UPC tabs)

Ideal for use in places with limited available space. The footprint of this rack takes up approximately 2 sq. ft. It will not obstruct the view across your store, as rack height is below eye level. It also features 20 hooks to display fasteners down the side.

90800 Horizontal 8 Pocket, Black  
(includes 8 UPC tabs) *Design & Utility Patented*



90500 Vertical 6 Pocket, Black  
(includes 6 UPC tabs)



## 32 Pocket Display

The standard 32 Pocket Display consists of the following:

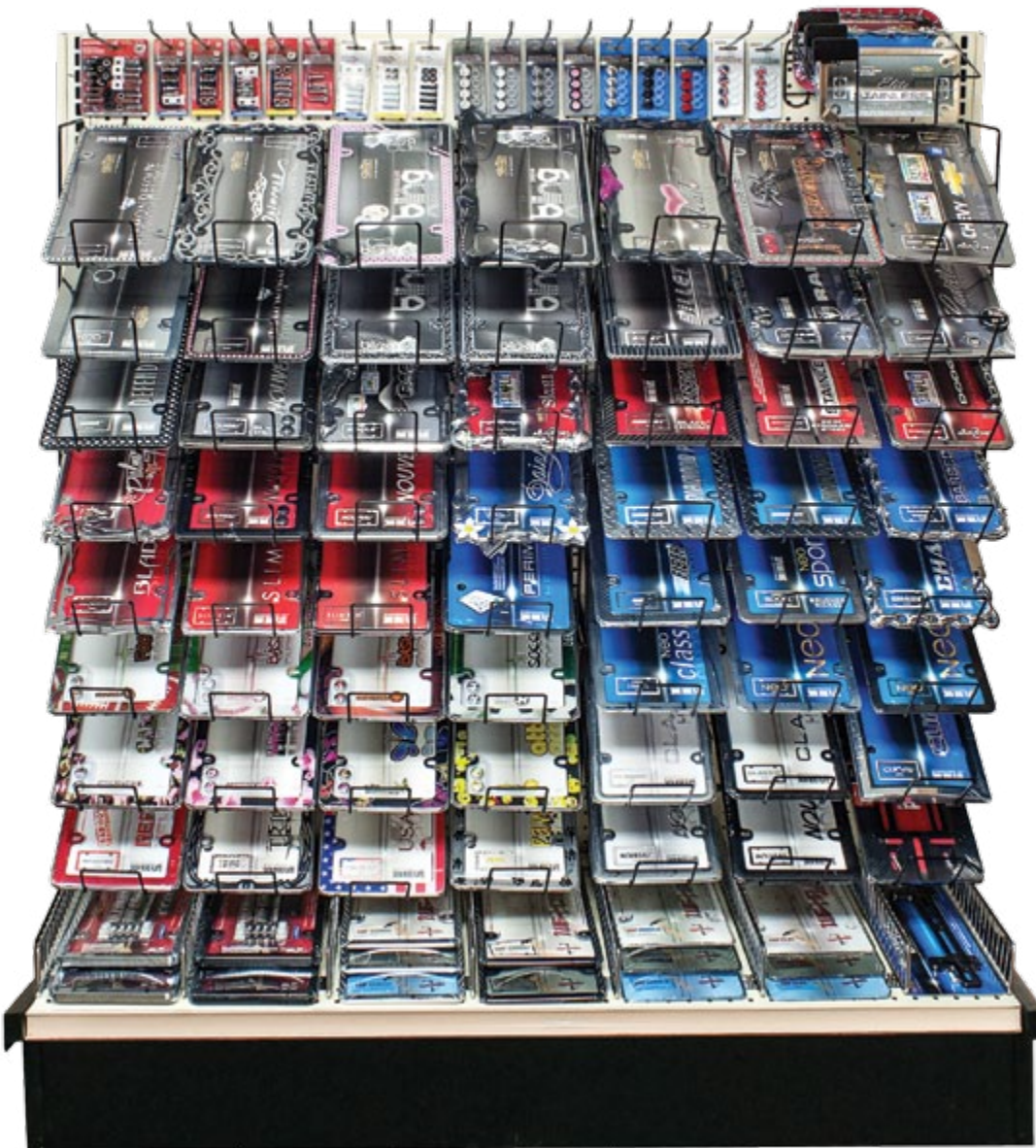
- 4 - (90800) Horizontal 8 Pocket, Black Display Racks
- 1 - (90035) Motorcycle 3 Pocket, Black Display Rack - (with metal tabs)



(Shown on a standard 48" wide x 60" tall gondola display fixture.)

## ULTIMATE PLAN-O-GRAM FLEXIBILITY

*Cruiser Accessories display racks offer you greater flexibility when planning your merchandising layout. Each rack has been designed to work in conjunction with one another. Add racks side by side and one above the other to create a larger display. These patented racks have adjustable pockets which will accommodate any size frame. The adjustable hang hooks are compatible with both pegboard or slat wall fixtures.*



### **56 Pocket Display**

The 56 Pocket Display consists of the following:

- 4 - (90800) Horizontal 8 Pocket, Black Display Racks
- 4 - (90600) Horizontal 6 Pocket, Black Display Rack - (with metal tabs)
- 1 - Motorcycle 3 Pocket Display Rack (90035) - (with metal tabs)

*(Shown on a standard 48" wide x 60" tall gondola display fixture.)*

# Why Cruiser?

## LICENSE PLATE FRAMES... IT'S WHAT WE DO!

- Cruiser's meticulous and thorough attention to every detail is one that can be seen and felt
- High quality workmanship, materials and finishes set the standard for the Cruiser line
- Rigorous, thorough testing goes above and beyond industry standards and the competition
- Continuous attention on National laws to ensure Cruiser Frames are compliant and Show More Plate
- International growth in Canada, Mexico, and South America makes Cruiser's market share larger than all competitors combined
- 56% + market share of the available planogram product facings in the Automotive After-market retailers

In 1996, a "big-little company" from Torrance, California placed roots in Monument, Colorado. It began with Paul Spencer in 1985, building his family owned business on integrity, passion and understanding his customer's needs and wants. From there came the manufacturing of the original Chain frame and soon after the Twist. The rest is history and along with his son, Todd, the Spencer's have been leading the Automotive Aftermarket in license plate frames to this day.

With Cruiser Accessories primary focus on license plate frames and the help of an experienced innovational team, Cruiser is able to constantly push the creative limits and bring fresh, new and complex designs into the marketplace. As a result, most of our exclusive designs have been granted numerous utility and design patents and registered trademarks, making Cruiser Accessories one of the most highly recognized brands in our industry.

Cruiser Accessories is known for providing one stop solutions. Not only do we have a vast product assortment of license plate frames (everything from classic chrome and basic black to bling and fashion frames), but Cruiser also offers motorcycle frames, license plate brackets, a large hardware assortment, shield options and 3d Cals. Strategic colorful packaging helps guide the customer to their purchase decision.

In addition, let Cruiser organize your merchandising layout! Our patented space saving display racks offer greater planogram flexibility. Each rack is designed to work in conjunction with one another. Add racks side by side and/or one above the other to create a larger display. All racks have adjustable pockets which will accommodate any size frame. The moveable hooks are compatible with both pegboard or slat wall fixtures. We also offer a 20 pocket stand alone floor rack which adds even more options.

**CRUISER**  
ACCESSORIES  
#1 IN FRAMES