

2018 CATALOG



**CRUISER**<sup>®</sup>  
ACCESSORIES  
#1 IN FRAMES

# TABLE OF CONTENTS

Vault.....3

Adjustability.....4

Engineered.....5

Core.....6-8

Emblem/Licensed.....9

Graphics.....10

Lifestyle.....11

Fashion.....12-17

Motorcycle.....18-19

Combos.....20-21

Shields.....22

Hardware.....23-25

3d-Cals™.....26-27

Display Racks™.....28

Why Cruiser?.....29

On the Move.....30



**E** **EXCELLENCE**

- Attention to Detail
- Efficient
- Knowledgeable

**A** **ACCESSABILITY**

- Real People
- Listen
- Open Communications

**S** **SOLUTIONS**

- Flexibility
- Integrity
- Values
- Positive

**Y** **YES**

- Relationships
- Teamwork
- "Can Do!" Attitude



# VAULT™

## TOTAL PROTECTION

**STAR PIN® ANTI-THEFT SYSTEM**

**EASY SNAP ON/OFF SHIELD!**

**THEFT DETERRENT!**

**VAULT**  
62700 Black/Clear Patent Pending

WARNING: READ LEGAL DISCLAIMER ON BACK

**EASY SNAP ON/OFF SHIELD!**

**THEFT DETERRENT!**

**CRUISER ACCESSORIES #1 IN FRAMES**

**UNBREAKABLE™**

**STAR PIN® ANTI-THEFT SYSTEM**

**VAULT™**

**TOTAL PROTECTION**

Unbreakable U.V. Polycarbonate • Designed and Engineered in the USA



**MULTIPLE**  
Mounting Positions

# ADJUSTABILITY... A Cruiser Accessories' Innovation

Option  
**A**

**EAGLE**  
22330 Chrome Patented  
Pg. 15



Option  
**A**

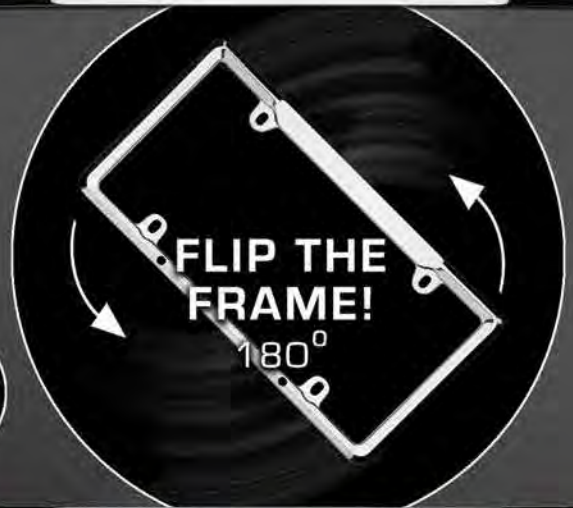
**MC EAGLE**  
77023 Chrome Patented  
Pg. 18



Option  
**B**



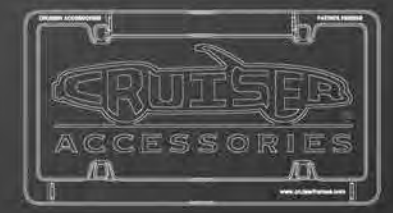
Option  
**B**



Look for this Exclusive Cruiser Accessories' Logo on the package.

ENGINEERED TO<sup>®</sup>

# SHOW MORE PLATE



- Over 90% of the Cruiser Accessories' product line has been "Engineered To Show More Plate.<sup>®</sup>"
- 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 removeable emblem can be installed on top or bottom of the frame allowing maximum plate visibility.

**STAINLESS**  
22330 Stainless Steel Pg. 8



BEFORE



AFTER



**CHAIN**  
20530 Chrome Pg. 14



BEFORE



AFTER

**PERIMETER**  
30630 Chrome Pg. 8



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



# NEO

15030 Chrome



15050 Black



# NEO SPORT

15130 Chrome



15180 Black Chrome



15190 Brushed Nickel



# NEO CLASSIC

15330 Chrome



15350 Black



# CLASSIC LITE

20030 Chrome



20050 Black



# CLASSIC

20130 Chrome



**CRUISE ACCESSORIES**  
**#1 IN FRAMES**

*Keepin' it Simple.  
Keepin' it Simple.  
Keepin' it Simple.  
Keepin' it Simple.  
Keepin' it Simple.  
Keepin' it Simple.*

# NOUVEAU

20630 Chrome w/fastener caps



20650 Black w/fastener caps



20680 Black Chrome w/fastener caps



# ILLUSION

22000 Black/Chrome Patented



22005 White/Chrome Patented



# NOUVEAU TWO FRAME VALU-PAK

20642 Black Plastic



## NOUVEAU

20640 Black Plastic



## SLIM RIM

21330 Chrome



20643 Chrome Plastic



21350 Black



## ELITE STAINLESS

21010 Stainless Steel



## PERIMETER

30630 Chrome



## STAINLESS

21110 Stainless Steel



30650 Black



## CADILLAC

10330 Chrome w/fastener caps  
Design & Utility Patented



## DODGE

11036 Chrome/Red Utility Patented



## CHEVY

10437 Chrome/Gold Design Patented



## RAM

11135 Chrome/Black  
Design & Utility Patented



EMBLEM • LICENSED

### GLITZ

17533 Chrome/Silver/Clear Patented



17536 Chrome/Pink/Clear Patented



### BOARDER

23001 Chrome w/fastener caps



### USA FLAG

23003 Chrome



### PAWS

23033 Chrome



### BUTTERFLY

23053 Chrome w/fastener caps



### CAMO-GIRL

23093 Chrome w/fastener caps



### CAMO

23095 Black w/fastener caps



### RED REFLECTOR II

30436 Red/Chrome



### FIBER

59053 Black/Chrome



### GOLF CLUB

19509 Chrome/Painted Patented



### FISHING

19783 Black Chrome/Chrome Patented



### HUNTING

19656 Matte Black/Orange w/fastener cap Patented



### FIREFIGHTER

30936 Chrome/Black/Red w/fastener caps Patented



*Express Your Lifestyle!*

### NEO DIAMONDESQUE

15000 Rose Gold Patented



15001 Gold Patented



15002 Titanium Patented



15530 Chrome Patented



### HOPE

15003 Chrome/Pink w/fastener caps Patented



### PEARLESQUE

18250 Chrome/Clear Patent Pending



### DIAMONDESQUE

18000 Rose Gold/Clear Patented



18130 Chrome/Clear Patented



18150 Matte Black/Clear Patented



18156 Matte Black/Pink Patented



### STILETTO

22001 White/Black Patented



### LEOPARD BLING

18517 Chrome/Gold/Black/Clear Patented



### BUTTON TUCK BLING

18525 Chrome/Black/Clear Patented



### RIBBON BLING

18545 Chrome/Black/Clear Patented



### ANGEL & DEVIL

19000 Black/White Patent Pending



### QUEEN

22630 Chrome/Clear w/fastener caps Patented



### PRINCESS

22635 Chrome/Black Patented



**PALM TREE**

19003 Chrome Patented



**DAISY**

19130 Chrome/Painted Patented



**BARBED WIRE II**

22230 Chrome



**ICHTHUS**

29003 Chrome



**TWINS**

20230 Chrome



**DIESEL POWER**

22003 Chrome Patent Pending



**EAGLE**

22330 Chrome Patented



**DIAMOND PLATE**

30830 Chrome



**TWIST**

20730 Chrome



**BLADES**

22004 Flat Black w/fastener caps



**HEART**

22456 Glossy Black/Pink Patented



30850 Matte Black



**CHAIN**

20500 Flat Black w/fastener caps



22013 Chrome



**FLEUR DE LIS**

22835 Chrome/Black Patented



**XPRESSION**

40139 Chrome



20530 Chrome



**TRIBAL II**

22135 Chrome/Black Patented



**SKULL & BONE**

25231 Chrome Patented



40159 Black

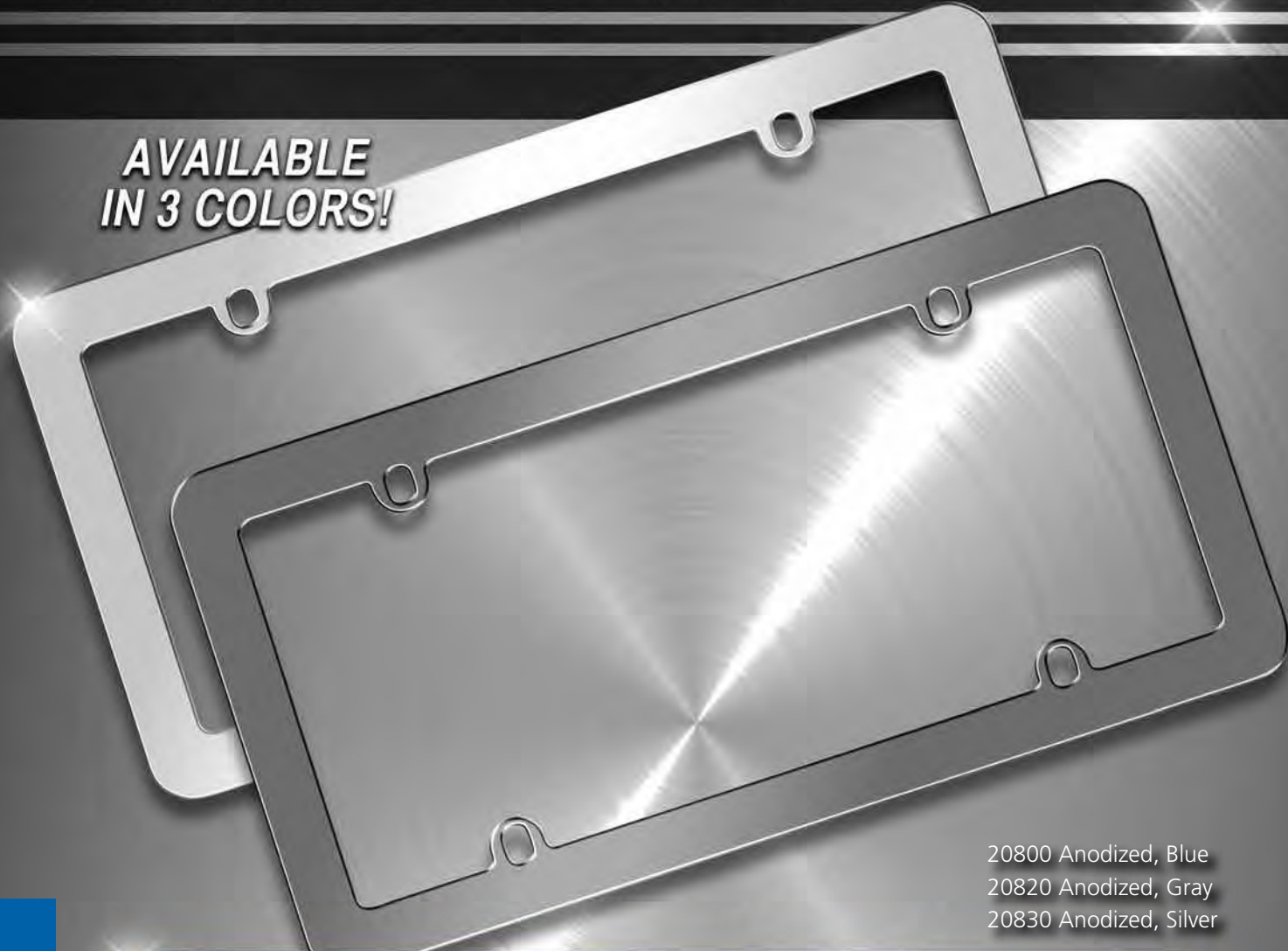




# ANODIZED™



AVAILABLE  
IN 3 COLORS!



20800 Anodized, Blue  
20820 Anodized, Gray  
20830 Anodized, Silver



## CONTOUR

58200 Gray w/fastener caps Patent Pending



58230 Chrome Patent Pending



## BAMBOO

58000 Bamboo/Black Chrome



## CARBON FIBER II

58098 Carbon Fiber/Black Chrome



## INDUSTRIAL

58150 Matte Black Patent Pending



## BILLET

58300 Flat Black/Matte Gold w/fastener caps



58350 Chrome/Black



## DEFENDER

58153 Matte Black/Chrome Patented



## TWO TONE

63350 Chrome/Black w/fastener caps Patented



**MC ELITE**  
77000 Stainless Steel



**MC SPIKES**  
77015 Black/Chrome Patented



**MC CARBON FIBER II**  
77198 Carbon Fiber/Black Chrome



**MC EAGLE**  
77023 Chrome Patented



**MC USA FLAG**  
77203 Chrome



**MC BARBED WIRE**  
77430 Chrome



**MC NEO**  
77030 Chrome



**MC NEO CLASSIC**  
77330 Chrome



**MC DIAMONDESQUE**  
77730 Chrome/Clear Patented



77050 Black



77350 Black



**MC TWINS**  
77930 Chrome



# COMBO

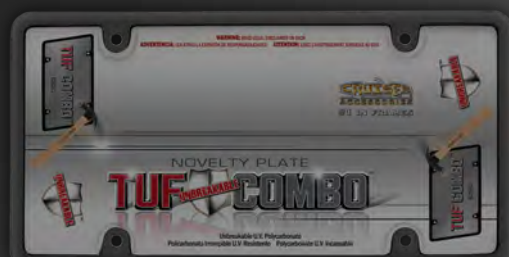
Frame and U.V. Acrylic Bubble Shield

- 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



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



# ULTIMATE TUF COMBO



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

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

62510 Black/Clear



62320 Chrome/Smoke

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.

## TUF TRUNK GRIP

79001 Clear Patent Pending



**A BETTER WAY TO CLOSE YOUR TRUNK!**



## SUCTION CUPS

78410 Clear (4) Pack



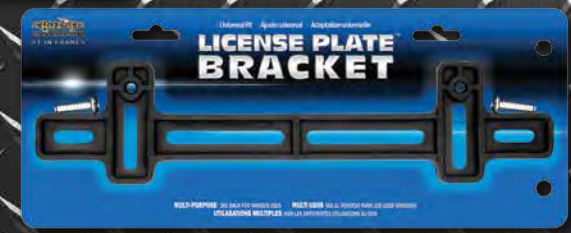
## UNIVERSAL LICENSE PLATE MOUNT\*

79000 Clear Patent Pending



## LICENSE PLATE BRACKET\*

79050 Black



## MOUNTING PLATE\*

79150 Black



### \* 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  
80553 Black Nylon w/chrome fastener caps



80430 Tapping Stainless Steel  
80630 Stainless Steel  
80733 Anti-Theft



# STAR PIN ANTI-THEFT SYSTEM

## 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® Patented



81420 Stainless Rattle Stop® Kit - Standard Patented  
81430 Stainless Rattle Stop® Kit - Metric Patented

## ULTIMATE KIT

81500 Standard/Metric - Stainless Star Pin® Patented  
"One Kit Fits All!"



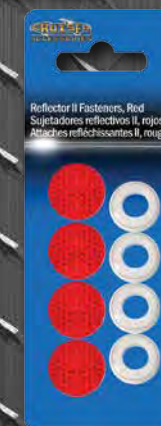
## FASTENER CAPS

82431 Chrome/Clear Pave  
82432 Chrome/Smoke Pave  
82456 Matte Black/Pink Pave



## FASTENER CAPS

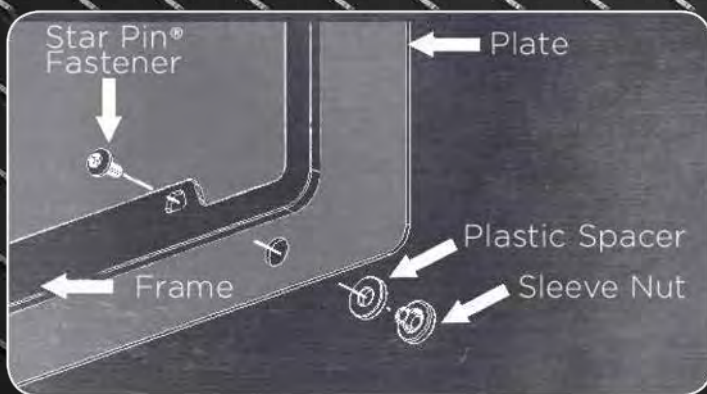
82226 Reflector II, Red



82630 Chrome  
82650 Black  
82670 Gold  
82680 Black Chrome



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



- 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®
- Patented

82300 USA Flag



82730 Diamond Bling  
82000 Pink Ribbon



# 3d-Cals™

83083 AMERICAN FLAG, Chrome



83063 PEACE, Chrome



83103 ICHTHUS, Chrome



83203 BIOHAZARD, Chrome



83003 HULA FLOPS, Chrome



83013 TURTLE, Chrome



83023 HIBISCUS, Chrome



83303 BUTTERFLY, Chrome



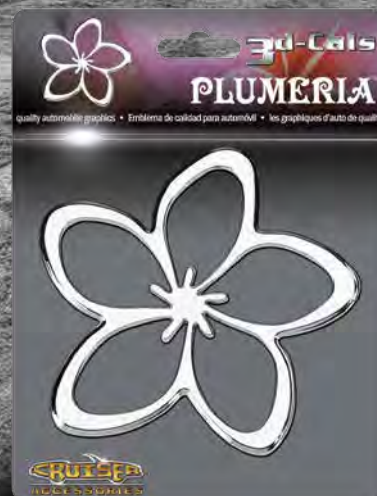
83403 ROSE, Chrome



83503 CROSS & DOVE, Chrome



83033 PLUMERIA, Chrome



83043 SHAKA, Chrome



83053 GECKO, Chrome



83606 HEART, Hot Pink



83703 BEAR PAW, Chrome



83803 GRENADE, Chrome - Patented

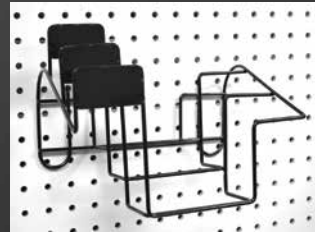


(All 3d-Cals™ shown in package)

90020 VERTICAL 2 POCKET, BLACK (INCLUDES 2 SKU TABS)



90035 MOTORCYCLE 3 POCKET, BLACK (WITH METAL TABS)



90200 FLOOR STANDING 20 POCKET, BLACK (INCLUDES 20 SKU 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.

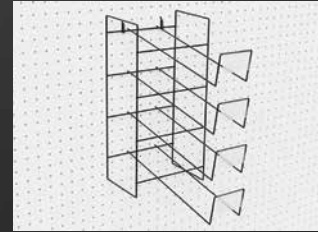
90500 VERTICAL 6 POCKET, BLACK (INCLUDES 6 SKU TABS)



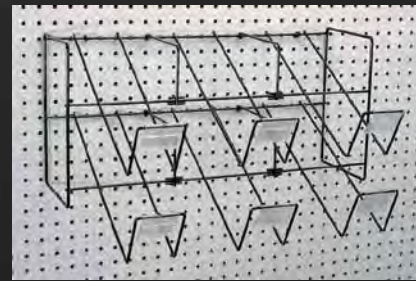
56 POCKET DISPLAY consists of the following:

- 4 - (90800) Horizontal 8 Pocket, Black
- 4 - (90600) Horizontal 6 Pocket, Black
- 1 - (90035) Motorcycle 3 Pocket, Black

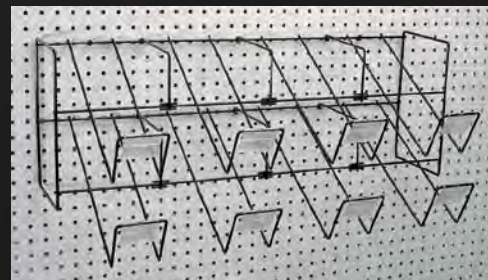
90700 HORIZONTAL 4 POCKET, BLACK (INCLUDES 4 SKU TABS)



90600 HORIZONTAL 6 POCKET, BLACK (INCLUDES 6 SKU TABS)



90800 HORIZONTAL 8 POCKET, BLACK (INCLUDES 8 SKU TABS)



56 POCKET DISPLAY



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

WHY CRUISER?

## License Plate Frames....It's what we know!

With Cruiser's Strategies & Tactics, your consumers will not be overwhelmed...  
*making you the winner!*

### Excellence: Attention to Detail, Efficient & Knowledgeable

- Consumers are looking for a frame that reflects their individual style to personalize their vehicle.
- With Cruiser's focus on license plate frames and the experienced innovation team, Cruiser continues to bring fresh, new, and complex designs to the marketplace.
- By predominately designing, engineering, and rigorously testing products in the U.S.A., Cruiser has been able to push many limits to create unique license plate frames.
- Cruiser Accessories prides itself and expects high quality standards in workmanship, materials, finishes, and product durability.

### Accessibility: Real People, Listen, Open Communications

- In 2016, Cruiser Accessories, LLC teamed with "National Breast Cancer Foundation, Inc." to increase breast cancer awareness and education. With the release of the Hope license plate frame (Part #15003) and Pink Ribbon, fastener caps (Part# 82000) 10% \*of net proceeds from each sale are donated to National Breast Cancer Foundation. \*Defined as gross sales minus credits, discounts, refunds, returns and allowances.
- Cruiser has developed a "family" atmosphere with an unparalleled live customer service staff
- Product quality and guarantee are Cruiser's priority, which is why we offer a Life Time Warranty on all Tuf Shields™.
- Cruiser has several vendor capabilities. We are always here for you and feel communication is the best way to work together as a vendor partner for mutual success.

### Solutions: Flexibility, Integrity, Values, Positive

- Cruiser is always looking for ways to find customer solutions.
- Cruiser Accessories' exclusive designs contain numerous registered trademarks, design, and utility patents.
- Cruiser Accessories offers the ultimate plan-o-gram flexibility; our patented, space saving display racks offer greater flexibility when planning your merchandising layout.
- Cruiser Accessories' strategic packaging allows for vertical OR horizontal merchandising.

### Yes: Relationships, Teamwork, "Can Do!" Attitude

- Cruiser Accessories is a highly recognized brand in the market, equating to more sales from brand-conscious customers.
- Cruiser maintains +56% planogram space market share in the automotive after-market retail channel.
- Innovation and continuous effort to bring fresh, new designs to market, Cruiser Accessories continues to grow by selling our products internationally in Canada, Mexico, and South America. That makes Cruiser's market share larger than all competitors combined.
- Our Philosophy is...  
EASY!



# CRUISER and ROCK TAMERS ON THE MOVE! >>>

Available Nationally, Expanding Globally.

Improving our potential and expanding our growth. Years of success, strategic planning, and solid growth have resulted from our continuous attention to detail and design innovation. Life and business are a journey...and we are glad we are doing it together.

## Cruiser and Rock Tamers Travels in 2017:

- 3 Traveling Sales Managers
- 2 Traveling Product Development Team Members
- Traveled Over 260,000 Miles
- 3 Countries
- Over 20 International Cities
- Over 30 States
- Over 50 US Cities
- Cruiser and Rock Tamers are sold in 5 Continents
- Shipped over 3 Million Units

**We do all the work so you don't have to!**

- Rock Tamers have reduced their carbon footprint by using 10% recycled rubber
- 10-20% freight and D/C space savings, smaller boxes, and pack sizes
- Reduction of unnecessary cardboard and plastic
- Constantly looking at ways to remove cost to eliminate "cost increases"
- Moving to no straps, no staples, less potential warehouse injuries
- To accommodate continuously changing state laws; Cruiser introduces new and innovative products each year. Cruiser offers over 92% legal frames, Engineered To Show More Plate® and Adjustability, far ahead of the competition.

**Cruiser is doing our part to lessen our carbon footprint and improve sustainability!**

## ROCK TAMERS® MUDFLAP SYSTEM



**EASY ON  
AND OFF!**

*Use it when you're towing,  
take it off when you're not=*



**PROTECT WHAT  
YOU TOW!® FROM ROCKS,  
MUD, DEBRIS  
& ROAD TAR**





**PART# 00108**

Rock Tamers 2" Hub

Mudflap System

Matte Black w/Stainless Steel Trim Plates

FITS  
**2"**

DRAWBAR/RECEIVER

FITS  
**2 1/2"**

DRAWBAR/RECEIVER

**PART# 00110**

Rock Tamers 2.5" Hub

Mudflap System

Matte Black w/Stainless Steel Trim Plates

**ADJUSTABLE WIDTH & HEIGHT TO FIT MOST VEHICLES**



- UV PROTECTED FORGED ALUMINUM HUBS & ARMS
- 3/8" THICK 24" X 24" WIDE FIBER REINFORCED RUBBER MUDFLAPS
- STAINLESS SLEEVED STEEL RODS; STAINLESS STEEL, ZINC-NICKEL & CHROME PLATED HARDWARE

Minimum horizontal Space Requirement 67.5"



DISPLAY STAND - PART #00400  
 Requires Standard 2" Hitch  
 Drawbar Mount for Display  
 (Not Included)



**Center Hub Requires Minimum 1" Clearance**