



2020

OFFROAD

MARKETING STYLES PACKET





ACE73i

727

ACE73i

727

727 PRO

SKD

MAYAMA RACING OILS

FOR MANY OF US, RIDING IS A WAY OF LIFE.

A tradition passed down by fathers and friends. It's a way of staying connected to both the land and our fellow riders. We don't let the changing of the seasons stop us from exploring. As temperatures rise and reveal those trails recently forgotten by the snow, it reminds us that we too need to adapt. It's time to simply park the snowmobiles, convert the snow-bikes and get the dirt bikes out there.

Whether we ride the mountains or back roads, the constant challenge of deadfall, rock ledges, sink holes and mud is just another way to explore both the land and ourselves. To us it's a sacred place, unmoved by the ebb-and-flow of the mainstream, here we can fill our souls with the raw stoke that keeps us going. We hope you'll continue this journey with us. Go get some!





O F F -
R O A D
T E A M

The 509 team is comprised of dozens of the industry's best riders. From single track riders to hillclimbers to race teams and freestylers, many of the best choose 509 as their preferred Offroad gear company.





FEATURED STYLES



Specific models for S20 that will benefit from a marketing push. These are NEW and/or flagship models were most excited about.

NEVER FLIP YOUR GOGGLES BACK BECAUSE OF FOGGING AGAIN.

Introducing our NEW, innovative, and industry first fog-free Fuzion technology. The unique 509 Fuzion Lens is an anti-fog lens layer fused to the inner layer of a durable outer lens, creating the same optical clarity of the single pane lens and the fog resistant durability of a double pane lens google.

5X THE ANTI-FOG PERFORMANCE

Anti-fog material FUZED within the PC lens = best anti-fog capabilities of any offroad goggle.

1.2MM LENS FOR MAX DURABILITY

Optically clear, single pane PC lens provides increased impact resistance for perfect control and confidence.

QUICK CHANGE LENS TECHNOLOGY

Make quick work of a lens swap. Simply rotate the left and right mounts and remove the lens from the frame.

#KEEPYOURGOGGLES ON

F U Z I O N



SINISTER FUZION MX6

ORANGE/NAVY HEXTANT

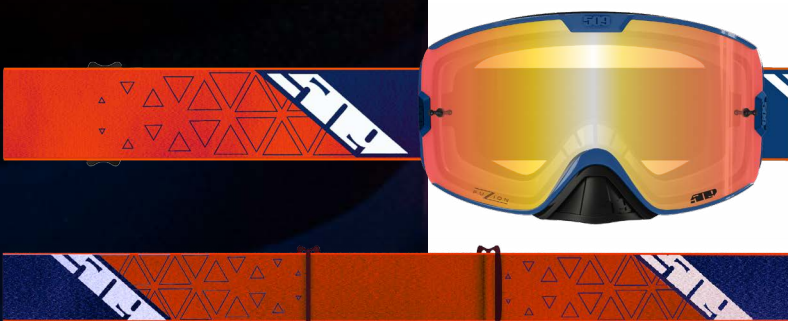
NEW Sinister MX6 Fuzion Goggle chassis with two-part frame, rigid lens seal, quick lens change, and outriggers are the foundation for the best MX goggle out there.



SINISTER FUZION MX6 FLOW

STEALTH HEXTANT

The NEW Sinister MX6 Fuzion Flow Goggle takes it up a notch with unparalleled optical clarity and extra Frogzskin® vents to keep air flowing in while still block dust and dirt.



KINGPIN FUZION OFFROAD

ORANGE HEXTANT

Built for the most grueling single-track riding and conditions, all terrain adventures. Combining Unique 509 Fuzion Lens Technology and our quick-change lens system.

THE RIDGE KIT



ALTITUDE OFFROAD HELMET
ORANGE HEXTANT

A clear FAVORITE the Altitude Offroad has been built with 4 ideals in mind: Safety, Performance, Fit & Style.



LOW 5 GLOVE
ORANGE HEXTANT

Inspires confidence with incredible grip and incredible fit. UPDATED this year to make it even better.



RIDGE JERSEY
ORANGE HEXTANT

Complete your kit with the Ridge Jersey. Comfort is key, from our 3-stage ventilation to the drop tail design coverage, you will end up wanting one in every color.



RIDGE ITB PANT
ORANGE HEXTANT

NEW Ridge ITB (In The Boot) Pant is purpose built to ride single track in the mountains. Anatomically fit, vented, reinforced, and styled to match.

THE R-SERIES KIT



VELO RAID CROSSOVER
BLACK OPS

NEW 509 Velo Raid Boot is built on a technical dirt bike and dual sport platform that delivers all day comfort, waterproofness, and ankle support.



R-SERIES OTB PANTS
STEALTH

NEW R-Series (Racing Series) OTB (Over The Boot) pant is the workhorse pant for trail riders that ride in all conditions, all terrains. Durable and built to last, they cooperate even when the weather won't.



BARREN JACKET
STEALTH

Brand NEW lightweight packable jacket, the Barren Jacket is an essential piece of gear in the mountains. 10K/10K waterproof and breathable material construction, low bulk and easy-on style.

THANK YOU FOR YOUR BUSINESS.



509 initiates numerous strategies to drive consumer demand for the entire 509 portfolio and in particular your store. We do our best to plan and communicate these strategies with our dealer network to ensure the best outcomes.

Please log in to the B2B site and visit the "Documents" tab for the most up to date images and assets. We encourage you to use these images/assets as well to help drive your sell through and increase revenue opportunities.

[Learn more about motorcycle helmets we have.](#)