

LIMITER™

icon ISSUE #11 // 2016 SPRING/SUMMER COLLECTION // RIDEICON.COM



LIMITER #11 // 2016 SPRING/SUMMER



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RIDEICON.COM

ICON000.COM

ICONRADEN.COM



ICON ONE THOUSAND

GO FAST, LOOK FLASH

Retrograde engineered riding gear combining retro cues with future tech.



ICON HELMETS

WORLD STANDARD

An award-winning collection of helmets for every type of rider.



ICON MOTOSPORTS

ASPHALT TECHNOLOGIES

Aggressive sportbike gear built for the modern rider.



ICON RAIDEN

BIG-TIME ADVENTURE

Rally-proven gear with a dynamic stance



RETRO GRADE

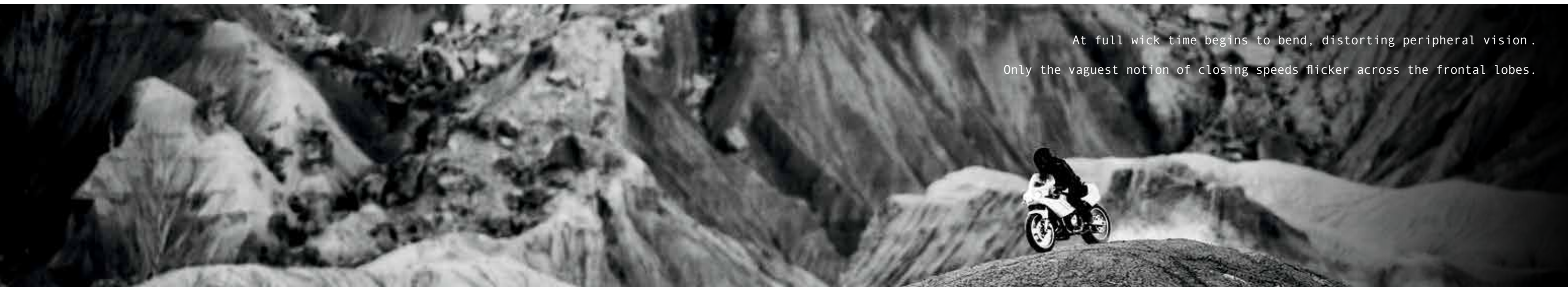
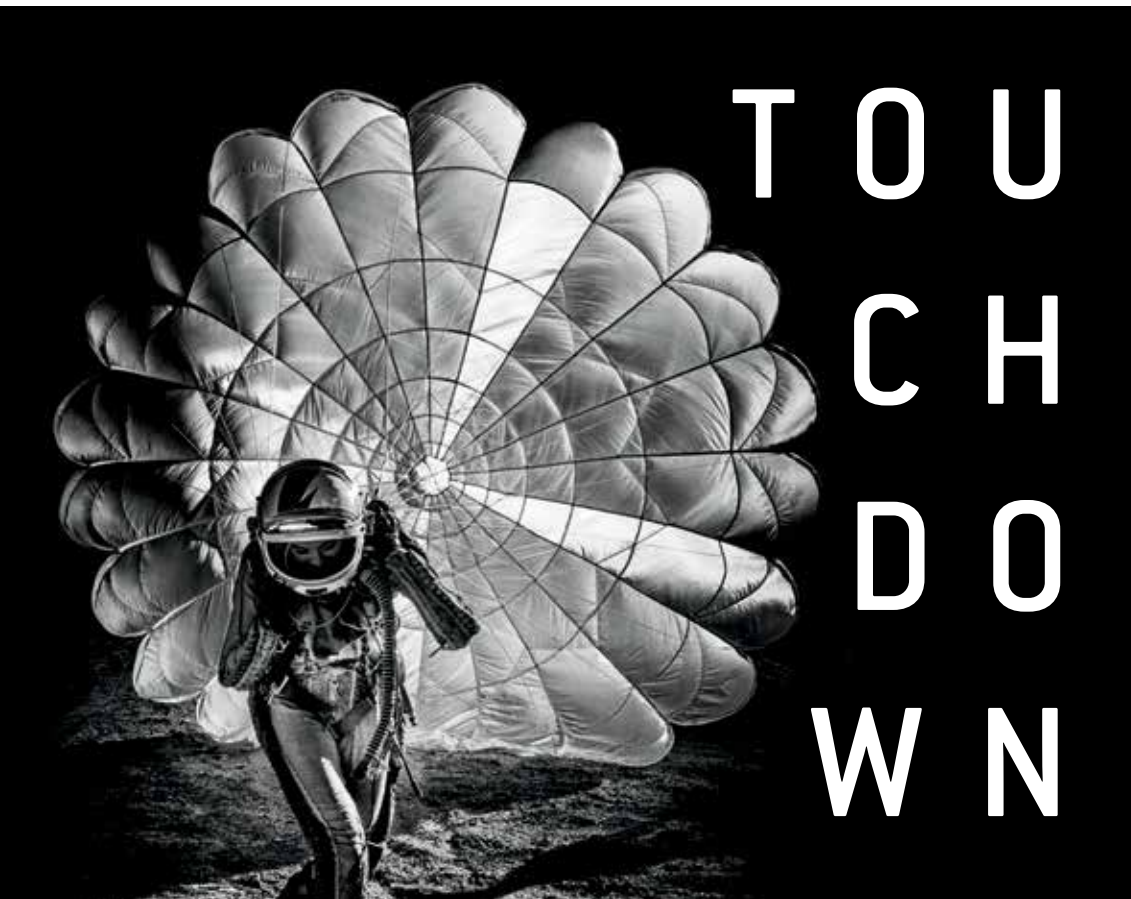
It seems like a dream now.

A time when society was compelled to push fundamental mechanics to their limits.

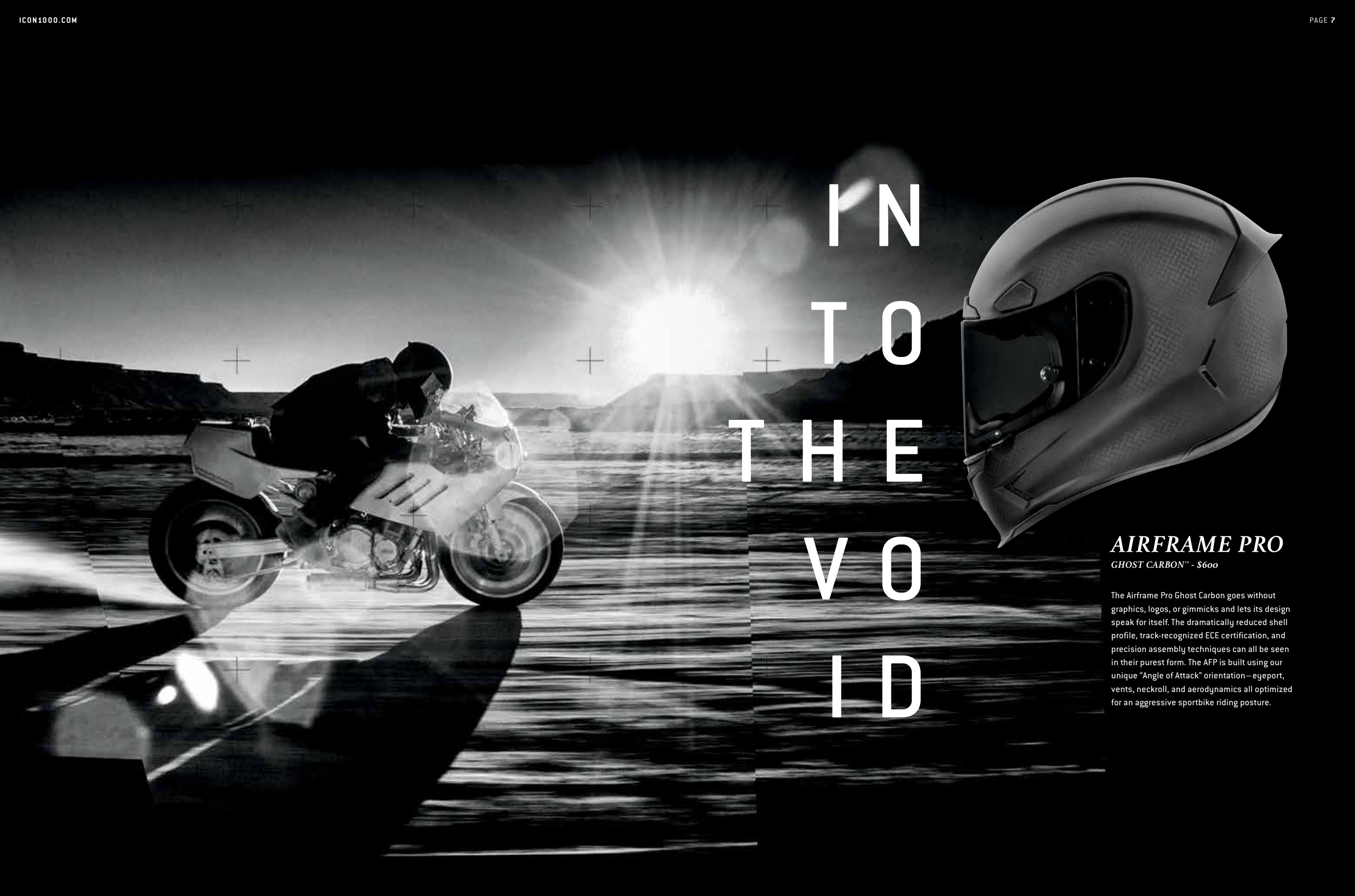
Baseline physics, devoid of computer assist or nano-technologies. Before machines where tethered to internets or charging stations.

Major Tom was the beginning of the end.

The first generation of the last of their kind.



At full wick time begins to bend, distorting peripheral vision.
Only the vaguest notion of closing speeds flicker across the frontal lobes.



IN
TO
THE
VOID

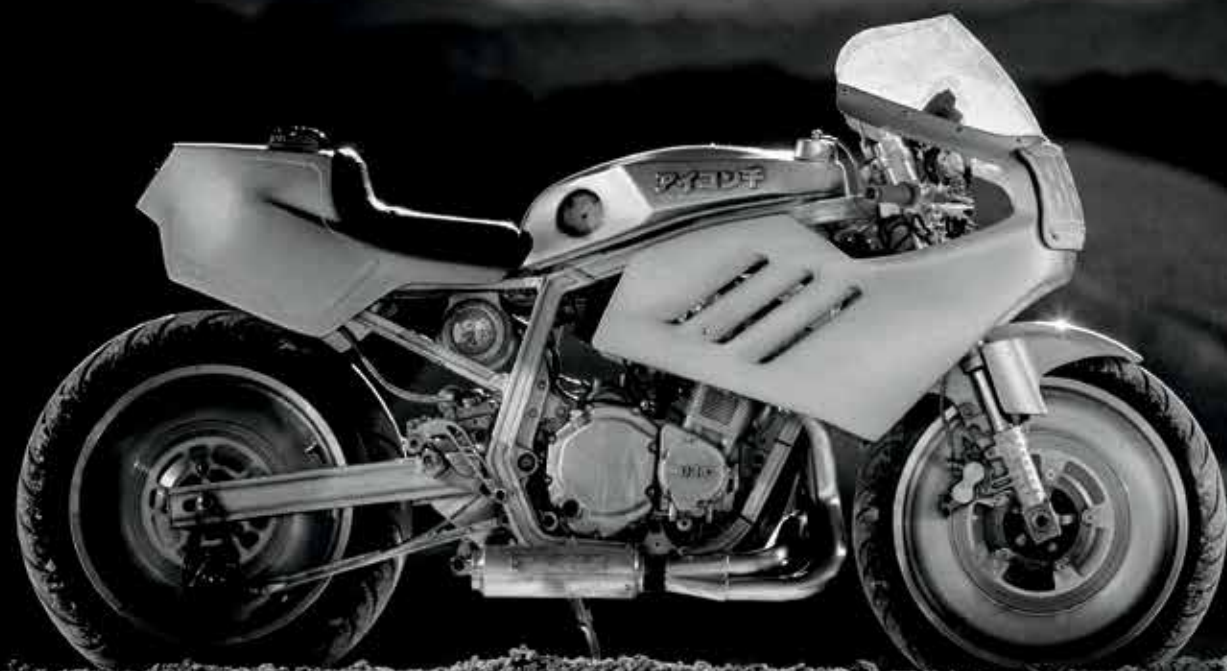


AIRFRAME PRO
GHOST CARBON™ - \$600

The Airframe Pro Ghost Carbon goes without graphics, logos, or gimmicks and lets its design speak for itself. The dramatically reduced shell profile, track-recognized ECE certification, and precision assembly techniques can all be seen in their purest form. The AFP is built using our unique "Angle of Attack" orientation – eyeport, vents, neckroll, and aerodynamics all optimized for an aggressive sportbike riding posture.

MAJOR TOM

1986 GSXR 750 R



Re-entry was never easy.

Though she was equipped with the best brakes of her day, the velocity times mass equation quickly overwhelmed the spindly suspension and frame.

For those that survived it was a miracle; most did not. Grotesque plastic carcasses flung across pockmarked asphalt strips.

Out of these shattered remains emerges ICON 1000.

Salvaged souls rife with history & purpose—refit & reimagined for one more shot at deep space glory.

Out here on the outer rim we is all stoned immaculate.



LIFEFORM

RETROGRADE™ JACKET

BROWN & BLACK - \$650

Process is everything. The act of riding, designing, building, and crashing mark the ICON 1000 DNA. The Retrograde jacket is the culmination of our core lifeform. Premium Select-Grain™ hides hand-cut into an attack fit chassis make for the highest performance alt jacket ever created. YKK® tactical zippers, SatinCore™ liners, and full suiting details present the jacket for what it truly is. Combine this trim package with external alloy plating and internal D30® impact protectors, and one sees how the Retrograde honors the past while remaining fully fitted for the future.



D30 EQUIPPED
ELBOW, SHOULDER, & BACK



Coming off idle, the first hit was strong.

Immediate,

Intense.

Like the deep inhale from a Marlboro red, the hit to the lungs and ensuing head rush was addictive. Arms tensed as the rider is thrown back on the smooth vinyl saddle.

Capable of breaking free of Earth's gravitational pull in first gear alone, she was a solo shot straight into the void.

ELSINORE HP™

MENS & WOMENS - \$285

In the Wasteland amongst the toxicity and anarchy there is no rule of law, only survival. In this merciless land the weak are swept away, yet the Elsinore HP remains. The HP's™ ve-strap alloy-buckle chassis, stamped aluminum shin plate, and internal steel shank ensures maximum defense from a dystopian world. A medial-entry zipper, borrowed from paratrooper jump boots, allows for quick and effortless entry. The Elsinore HP are for the cunning, for the clever, and for the strong, who despite all odds, persevere.



WOMENS ELSINORE HP BOOT - \$285

WOMENS PURSUIT GLOVE - \$75

IDLE LE HANDS



RETROGRADE™ GLOVE

BLACK AND TAN - \$100

Bespoke craftsmanship meets road worthiness. Built from the finest materials we could source, the Retrograde features a kangaroo leather palm and titanium knuckle plates. D30® underlays keep the tech level pegged. If you're looking for the ultimate alt glove, wrap your digits in the finery of the Retrograde gloves.





NAVIGATOR
COLLECTION



- 1) ELSINORE BELT // \$55
- 2) ADVOKAT BACKPACK // \$200
- 3) NAVIGATOR KEYCHAIN // \$35
- 4) NAVIGATOR WALLET // \$50
- 5) NAVIGATOR PORTFOLIO // \$75



ADVOKAT
BACKPACK- \$200

Professional gear for the professional rider. Padded shoulders with adjustable webbing, chest closure and 3D mesh paneling provide multiple fit options. Cotton canvas chassis, leather trim details, multiple pockets and a 15" laptop compartment provide a secure operating envelope. Side compression straps keep the cargo contained while an integrated water-resistant rain fly helps keep things dry.



ICON 1000

CONTRAST COLLECTION

- 1) SHOCKRA HOODIE // \$55
- 2) UNDERGROUND TEE // \$20
- 3) AIRMADA CHANTILLY HELMET // \$250
- 4) REVERSIBLE WRISTBAND // \$10
- 5) RETROGRADE MESH HAT // \$25
- 6) MCCALL MESH HAT // \$25
- 7) LACE FACE JERSEY // \$35
- 8) NIGHT COURT MESH SHOP SHIRT // \$30





OILDALE CONSCRIPT

JACKET - \$250

Never get off the boat, unless you're prepared to go all the way. The Oildale Conscript goes all the way. The camo Highland coated canvas chassis has a unique patina which comes on strong and continues to evolve its look over the years. Stretch ballistic nylon panels, the same material used in high-end racewear, are incorporated throughout the jacket block to allow for ample mobility during aggressive riding.

A full D30® impact protector package (elbow, shoulder, back) is included with the Oildale, as is the removable insulated SatinCore™ vest liner. YKK® tactical metal zippers, custom embroidered chest graphics and leather accents complete the package. Bye-bye, tiger.



DRAFTED FOR DUTY



D30 D30 EQUIPPED
IMPACT PROTECTION ELBOW, SHOULDER, & BACK

ALLIANCE GT

INTERCHANGEABLE
REPLACEMENT
DROP SHIELDS



LIGHT SMOKE // \$15



RST GOLD // \$20



RST BLUE // \$20



YELLOW // \$15



RST RED // \$20



RST SILVER // \$20



DARK SMOKE // \$15

DROP SHIELD EQUIPPED ALLIANCE HELMET

Once again, the Alliance™ helmet has grown and evolved to further improve upon a classic. Enter the ALLIANCE GT™, the next iteration of helmet that is built for the rider that craves versatility.

We've kept the world renowned comfort and ventilation, and added an inner DROPSHIELD™ for those rides that start before sunrise and end well after the sunset. The rider can keep their Clear PROSHIELD™ attached for all light conditions but with the flip of a switch, engage a tinted shield located just above the brow.

The ALLIANCE GT™ leads the industry by offering a variety of interchangeable lenses for the DROPSHIELD™ to customize your look and fit your riding needs.



ALLIANCE GT™
BLACK RUBATONE
SHIPS WITH RST GOLD DROPSHIELD
\$200

ALLIANCE™ HELMETS

ALLIANCE GT™ HELMETS



- 1) ALLIANCE™ CRYSMATIC BLUE _ \$185
- 2) ALLIANCE™ CRYSMATIC PINK _ \$185
- 3) ALLIANCE™ CRYSMATIC GREEN _ \$185
- 4) ALLIANCE™ CRYSMATIC HIVIS _ \$185

- 5) ALLIANCE GT™ PRIMARY BLACK _ \$225
- 6) ALLIANCE GT™ PRIMARY BLUE _ \$225
- 7) ALLIANCE GT™ PRIMARY RED _ \$225
- 8) ALLIANCE GT™ PRIMARY PINK _ \$225

- 9) ALLIANCE GT™ PRIMARY HIVIS _ \$225
- 10) ALLIANCE GT™ HONCHO _ \$225
- 11) ALLIANCE GT™ LA BANDERA _ \$225
- 12) ALLIANCE GT™ RUBATONE BLACK _ \$200

ALLIANCE

ALLIANCE GT™
PRIMARY _
\$225



ALLIANCE GT™ HELMETS IMPROVING ON A CLASSIC

For over a decade, the ALLIANCE™ lineage has come to define street style. Proven design, comfortable fit, and superb quality combine for maximum value. The ALLIANCE is an excellent entry point into the ICON helmet family. With the ALLIANCE GT™ we've kept the world-renowned comfort and ventilation, and added an inner DROPSHIELD™ for those rides that start before sunrise and end well after the sunset. The rider can keep their clear PROSHIELD™ attached for all light conditions, but with the flip of a switch, engage a tinted shield located just above the brow.

AIRMADA HELMETS



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AIRMADA

AIRMADA™
DOODLE
\$250



AIRMADA™ HELMETS PUSHING THE ENVELOPE

The AIRMADA brings track level specs to the mid-price helmet category. Unique manufacturing processes allow for a significantly reduced shell size, thereby reducing both weight and drag. Its long-oval headform, a first in this category, offers a race fit while eliminating pressure points. The AIRMADA is an optimal choice for those wanting maximum performance at an attainable price.

- 1) AIRMADA™ THRILLER BLUE _ \$280
- 2) AIRMADA™ LUCKY LID _ \$270
- 3) AIRMADA™ ELEMENTAL _ \$255
- 4) AIRMADA™ GLOSS BLACK _ \$180

- 5) AIRMADA™ SWEET DREAMS _ \$280
- 6) AIRMADA™ VITRIOL GREY _ \$250
- 7) AIRMADA™ BIOSKULL _ \$275
- 8) AIRMADA™ GLOSS MEDALLION _ \$180

- 9) AIRMADA™ SUGAR _ \$250
- 10) AIRMADA™ CHANTILLY _ \$250
- 11) AIRMADA™ RUBATONE _ \$190
- 12) AIRMADA™ GLOSS WHITE _ \$180

AIRFRAME PRO HELMETS



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- 1) AIRFRAME PRO™ HALO CARBON _ \$600
- 4) AIRFRAME PRO™ CONSTRUCT BLACK _ \$395
- 3) AIRFRAME PRO™ HALO GREEN _ \$400
- 4) AIRFRAME PRO™ GLOSS BLACK _ \$375

- 5) AIRFRAME PRO™ PHAROAH _ \$440
- 6) AIRFRAME PRO™ CONSTRUCT WHITE _ \$395
- 7) AIRFRAME PRO™ HALO BLUE _ \$400
- 8) AIRFRAME PRO™ GLOSS WHITE _ \$375

- 9) AIRFRAME PRO™ PLEASUREDOME 2 _ \$430
- 10) AIRFRAME PRO™ HALO RED _ \$400
- 11) AIRFRAME PRO™ HALO BLACK _ \$400
- 12) AIRFRAME PRO™ RUBATONE BLACK _ \$375

AIRFRAME PRO

AIRFRAME PRO™
HALO CARBON _
\$600



AIRFRAME PRO™ HELMETS ANGLE OF ATTACK

The modern riding position; higher rear sets, lower clip-ons, has dramatically altered how a rider interacts with the modern hypersport motorcycle. Compressed into an ever more compact shape, the rider's head positioning requires increased angle to maintain visibility and stability. With this in mind, ICON designed the AIRFRAME PRO.

VARIANT HELMETS

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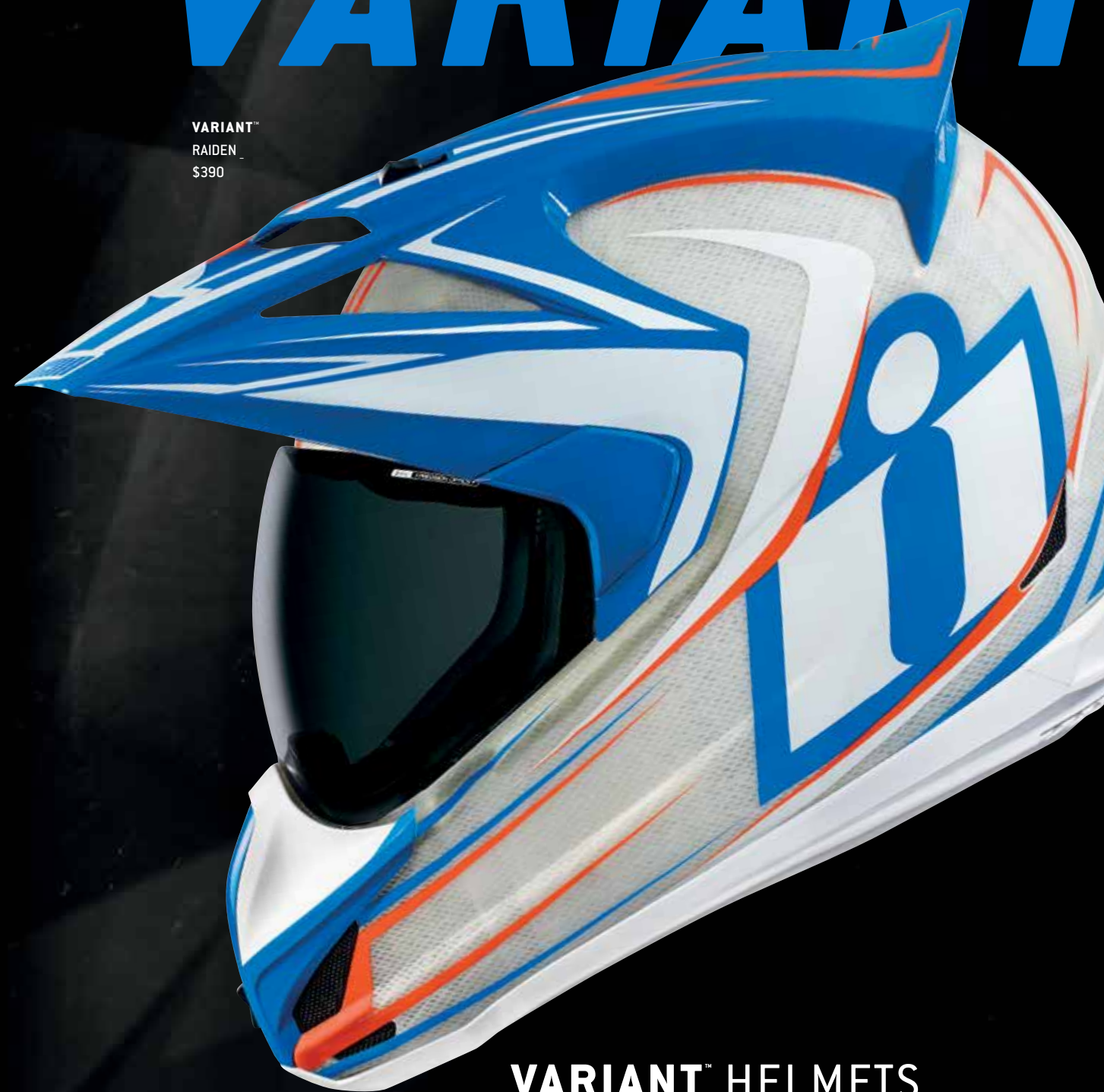


1) **VARIANT™ SPLINTERED** _ \$375
 2) **VARIANT™ RAIDEN** _ \$390
 3) **VARIANT™ GHOST CARBON** _ \$520

4) **VARIANT™ VITRIOL** _ \$360
 5) **VARIANT™ THRILLER** _ \$395
 6) **VARIANT™ BATTLESCAR** _ \$400

7) **VARIANT™ RAIDEN CARBON** _ \$550
 8) **VARIANT™ HARD LUCK** _ \$390
 9) **VARIANT™ CONSTRUCT** _ \$370

VARIANT™
RAIDEN _
 \$390



VARIANT™ HELMETS
 THE ULTIMATE CROSSOVER

The VARIANT showcases handmade composite shells—premium carbon fiber and FRP matrixes. From its 3D molded shield to aerodynamically optimized visor, it has a style all its own. From streetfighters to sportbikes to cruisers to adventure bikes, the VARIANT is for those who ride outside the boundaries of convention. The VARIANT is our premier all-terrain option.

CLEAR

THE

LANE



ICON STREET GEAR
OWNING THE URBAN CIRCUIT SINCE 2002



ICONMOTORHEAD™ JACKET

Creating a worthy heir to the IconMotorhead jacket was no easy task, but the new IconMotorhead jacket is more than up to the challenge. Constructed of our 1.2-1.4mm TrackSpec™ leather, it carries all the stance of the original into the performance age. The simple yet bold graphics demand attention without being all up in your face. Chest vents, combined with a multitude of 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 performance-oriented package.

D30® EQUIPPED
ELBOW, SHOULDER, BACK



COLORS // WHITE, GREEN, RED, STEALTH, BLUE
PRICE // \$380





HYPERSPORT™
PRIME
VEST

Live fast. Be fast. Go sleeveless. The Hypersport Prime vest is the Hero's devil-may-care brother. TrackSpec™ leather plus D30® back and kidney impact protectors are fitted for reliable reinforcement. The **replaceable chest badge** allows you to match your colors, ensuring mad street cred. If you're too fast for sleeves and too cool for school, the Hypersport Prime vest wants you.

PRICE // \$230
AVAILABLE IN // WHITE, BLACK, OR STRIPPED

REPLACEABLE CHEST BADGE // \$5
 WHITE, RED, HIZ, BLACK, GREEN, BLUE



D30® EQUIPPED
 KIDNEY AND BACK





**OVERLORD
PRIMARY™
JACKET**

To survive the city you must become the city. The Overlord Primary vented jacket blends tactical camo with color pops, giving it the ability to stand out while blending in. Featuring a rugged perforated chassis, an attack fit, and a full suite of industry-leading D30® impact protectors (shoulders, elbows, & back), all to help in the event of asphalt episodes. Additional rider-centric details include a molded neoprene comfort collar, elbow and shoulder flex zones, internal and external zone 3 reinforcements, and the streamlined SportCuff™.

D30® EQUIPPED
ELBOW, SHOULDER, BACK



COLORS // BLACK, RED, BLUE, GREEN

PRICE // \$210



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ICON PRIM GEAR COLL



SPORTBIKE UNIFORM

THE PRIMARY COLLECTION

- 1) OVERLORD PRIMARY JACKET // \$210
- 2) ANTHEM PRIMARY GLOVES // \$35
- 3) OVERLORD DENIM PANT // \$160
- 4) ACCELERANT BOOTS // \$180
- 5) ALLIANCE GT PRIMARY HELMET // \$225





- 1) ADJUSTABLE STERNUM STRAP
- 2) REFLECTIVE TRIMS & 3D MESH STRAP
- 3) YKK® ZIPPERS
- 4) ADJUSTABLE WAIST STRAP
- 5) CUSTOM MOLDED BACK PANEL
- 6) RAIN FLY POCKET
- 7) INTEGRATED RAIN FLY
- 8) STOWABLE HELMET CARRIER



STRONGHOLD™
RIDING
BACKPACK

If the movie Over the Top was about backpacks instead of arm-wrestling, the Stronghold would play the lead role. Padded shoulders with adjustable webbing, chest closure and 3D mesh paneling provide multiple fit options. Breathe easy with the custom-molded back panel, 3D mesh straps and lightweight materials. The rip-stop chassis, with multiple pockets and a 15" laptop compartment, provides a secure operating envelope. Unique riding-specific features include a helmet carrier and waterproof rain fly. Finally, black reflective taping and logos provide additional visibility in low-light conditions. If you're looking for the ultimate motorcycling backpack, the Stronghold has got it on lock.

COLORS // RED (SHOWN) & HORIZON YELLOW
PRICE // \$125

ICON CASUALS



1)



4)



- 1) LA MESA HOODIE \$60
- 2) SINGLE STACK HOODIE \$55
- 3) BANGER TEE \$20
- 4) WOMENS BANGER TEE \$20
- 5) DOUBLE CAMO UP HAT \$25
- 6) CLASH HOODIE \$45



5)



2)



3)



6)

FOR MORE ICON CASUALS,
CHECK OUT RIDEICON.COM

WIRE FORM

BLUR THE LINE
BETWEEN
STREET AND SPORT





WIREFORM

JACKET AND GLOVES

Blur the line in the Wireform jacket. The chassis on this three-season jacket comes with slightly pre-curved arms, ideal for the sportbike riding position. Comfort molded neoprene collar, unique reinforced grid chassis, and a full D30® (shoulders, elbows, and back) package speak to the Wireform's riding pedigree. Reflective hits provide visibility in low-light conditions, while a removable insulated SatinCore™ liner extends your riding season deep into the fall.

The Wireform gloves feature a proprietary seamless Battlehide™ palm, sublimated poly backhand, and Touchtec™ leather palm that allows you to use your touchscreen device with your gloves on. A D30® knuckle insert is integrated for both fit and reinforcement.



MENS JACKET FEATURING D30
BLACK, HIZVZ, ORANGE, BLUE, RED
\$230



MENS GLOVE FEATURING D30
BLACK, HIZVZ, ORANGE, BLUE, RED
\$50



WOMENS JACKET FEATURING D30
BLACK AND PINK
\$220





PDX2



PDX2™ WATERPROOF SHELL

Don't avoid the rain; prepare for it. The PDX2 is the next generation in ICON's 'riding gear that doesn't suck' line. The pattern of the shell is cut to fit over your normal riding gear. Its roll-top hood seals against the neck during the ride, then unfurls to cover your helmet hair when you arrive at your destination. Waterproof nylon, complete seam sealing, topped off with a fresh updated graphic and reflective hits: keeps you dry and looking awesome.

MENS



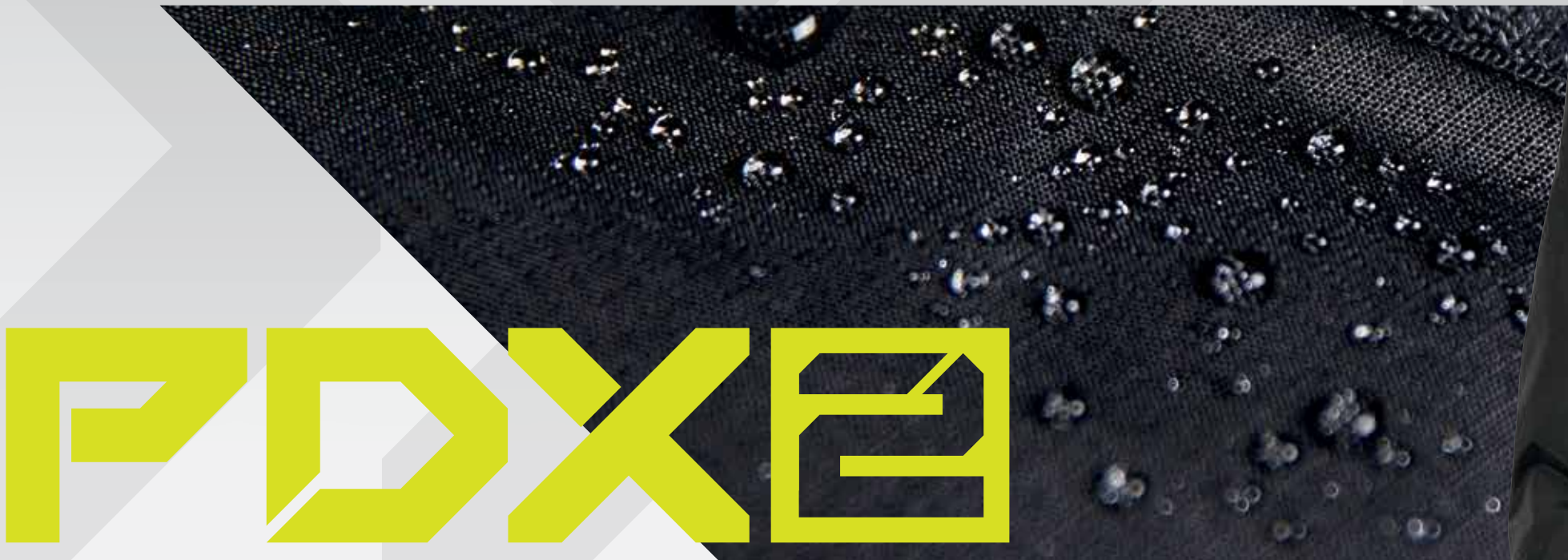
COLORS // HIZVIZ, BLACK
PRICE // \$125

WOMENS



COLORS // PINK, BLACK
PRICE // \$125

PDX2



PDX2™ WATERPROOF BIBS

The forecast calls for a 100% chance of nasty. Paired with the jacket, the PDX2 bibs are a guaranteed rain stopper. Adjustable legs ensure an accurate fit despite varying leg length. We use the same waterproof nylon for the chassis as the PDX2 Shell, with the addition of a high-backed bib. Seam sealed throughout to ensure waterproofness, the PDX2 bibs are fit for everything Mother Nature can throw at them.

MENS

COLORS

BLACK

PRICE

\$125



WOMENS

COLORS

BLACK

PRICE

\$125



RALLY TESTED



UX WATERPROOF COLLECTION

KTM's limited-production FACTORY 450RR is designed and built for a single purpose – to win the Dakar Rally. As such, one does not merely buy an 450RR. You have to know someone, who knows someone, who doesn't know what we were going to do to this bike. Luckily Rally Management Services were just the kind of people willing to overlook our past discretions, loaning us both bike and rider a mere week before shipping out for Dakar.



UX™

WATERPROOF JACKET



Steeze and all-weather protection are not mutually exclusive. Inspired by the rally jackets of our heroes, the UX is constructed with a 4-way stretch HYCOR™ waterproof/breathable chassis. Completely seam sealed, it provides an all-conditions envelope for dual-sport riders. The athletic fit provides mobility, durability, and a new paradigm in the ADV scene. A quilted removable liner has mesh panels located just behind mechanical vents for air movement. Removable hood protects from the rain and unfortunate helmet hair, while a full D30® impact protector package does the dirty work.

PRICE // \$360 SIZES // S-3XL



FACTORY KTM450RR

The KTM 450RR features the motor out of the 450EXC, but heavily reworked by the factory for massive power gains. That motor is cradled within a custom trellis frame, looking more street bike than dirt. The rear fuel tank doubles as the subframe, and combines with duel front tanks to hold almost nine gallons of fuel. Irreplaceable bespoke fairings, three-million dollars of electronics, and a very worried owner complete the 450RR package. What could go wrong?

As it turns out, pretty much everything. With the entire production and ground crew still wiping the sleep from their eyes, we fueled the bike, removed lens caps, and prepared for a few days of epic riding and many gigabytes of top-shelf footage. And if it hadn't been for that initial whoop section, we probably would have come away with both.

Crossed-up and fully swapped, our RAIDEN™ rally pilot, put the freshly-wrapped KTM into dirt at full speed. Upon putting down our cameras and reaching the mildly shaken rider, it was clear that this was a bit more than a mild get-off. A new cattywampus joint had appeared in both of his forearms, indicating to even our non-medical eyes that something was amiss below the surface. Even more troubling was the fact he had ejected himself onto the sagebrush home of one very angry rattlesnake. So to answer our previous question—a crashed \$30,000 bike, two badly broken arms, and possibly a dose of snake venom... that's what could go wrong.



UX™ GLOVE

TOUCHSCREEN
COMPATIBLE

PRICE // \$50 SIZES // S-3XL





UX™

WATERPROOF PANT

DENIM LOOK COLORWAY



The UX is constructed with a 4-way stretch HYCOR™ waterproof/breathable chassis with an athletic fit and function. The 4-way stretch material makes it easy to fit over your normal riding gear, and the full-length interior leg zips make taking them on and off super easy, even with boots. Interior waistband Velcro adjusters provide a customized fit while the understated graphics makes you the only the one who will know they're not real jeans. Dare to be different: ride the Raiden UX series.

PRICE // \$230 SIZES // S-4XL



BLACK COLORWAY HEX PATTERN



D30® EQUIPPED
KNEE



D30®
IMPACT PROTECTION



TREADWELL™

WATERPROOF BOOT

Take only memories and leave only footprints. Tread well in the Raiden Treadwell: a premium leather waterproof boot with an athletic fitment and plenty of ADV specific features. The medium-height chassis is great for your next dual-sport adventure. Reinforced outsole with steel shank, coupled with reinforced toe and heel, provide security both on and off road. A midfoot buckle keeps the Treadwell on lock, while a fully waterproof membrane keeps the feet dry. Tested and certified according to Standard EN 13634:2010, including waterproof requirements.

PRICE // \$240 SIZES // 8-14



D30® EQUIPPED
SHIN PATE

D30
IMPACT PROTECTION



RAIDEN APPAREL COLLECTION

- 1) SPLINTERED HOODIE \$45
- 2) DKR HAT \$25
- 3) ARAKIS GLOVES \$35

- 4) REVERSABLE WRIST BAND \$10
- 5) STROBE TEE \$20
- 6) PERFORMANCE SOCKS \$30