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Victory Motorcycles to Shine in Jewelry Form

The Victory Motorcycle Division of Polaris Industries announced the signing of a licensing agreement with Black Hills Jewelry for a line of upscale titanium jewelry inspired by the award-winning Victory motorcycles.

The range of products will be broad, spanning bracelets, necklaces, chains, rings, earrings, belts, and belt buckles in both men's and women's styles.

"We are incredibly pleased that Black Hills has joined the Victory licensed products program," says Bob Horton, president and CEO of Trademarketing Resources Inc., the exclusive trademark licensing agency for Polaris and Victory. "The style and quality of the Black Hills product is unequalled. The design detail and titanium material make the products both fashionable and durable. With the broad selection of

styles and sizes that will be available, there will be something in the line that appeals to every Victory enthusiast."

The line, which will be on sale starting this month, will be sold through direct mail, motorcycle dealers, specialty retailers, and through Internet distribution, as well as on-site at motorcycle rallies and other consumer events.

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