



**THROTTLE**  
*POWERSPORTS*

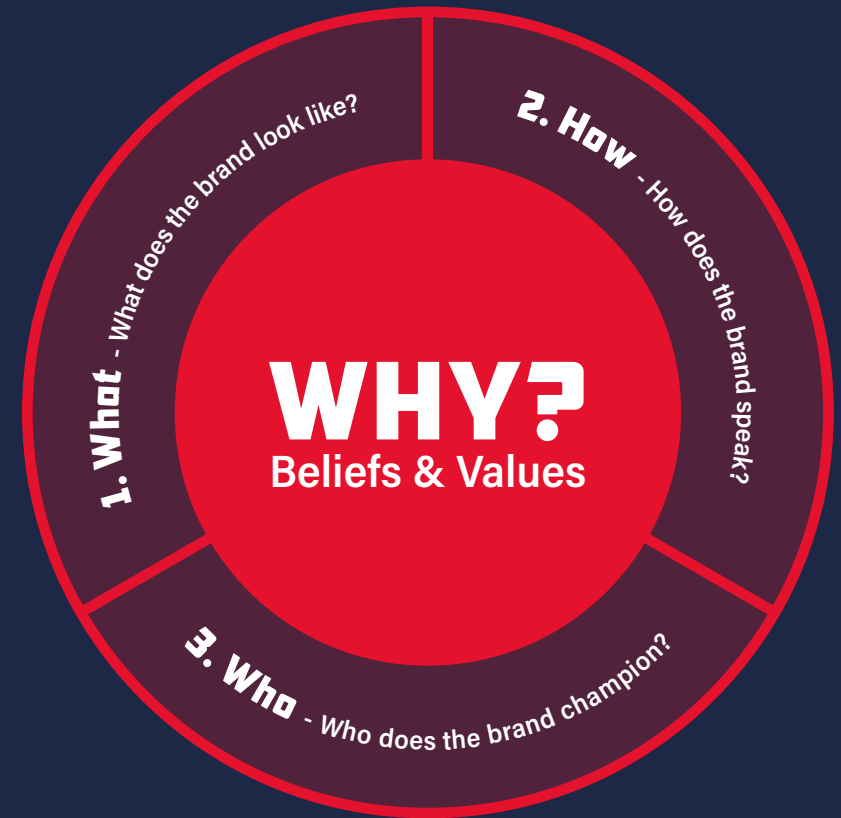
**BRAND  
STRATEGY  
& GUIDE** 

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**“A brand is a person's  
Gut feeling about a  
product, service,  
or organization.”**

**MARTY NEUMAIER**





**THE  
CONCEPT.**

# Set for the Trails.

It can be easy to feel stuck in the daily grind, which is why many are looking for a way to break free of the monotony and to experience something new.

*Whether you are looking to take advantage of the vast amount of trails that surround you, or make an old task feel fun again, the desire for a powersport vehicle is becoming more necessary, but with so many options on the market, it has proven difficult to determine what you need...*



# Gearing Up for Fun.

With the overwhelming number of options online, you soon realize that more experienced guidance is required. You want something that performs, but matches your lifestyle and experience level. Fueled by a vision of how you will use your new toy and equipped with a budget in mind, you come across an option that peaks your interest.

*Taking the time to go look at potential options you pull into the nearest spot in the parking lot with nerves and excitement running through your veins. As you walk through the doors of Throttle Powersports, you are greeted by what feels like an old friend, and you feel a wave of relief, knowing you are in good hands.*



# Where Fun Comes Alive.

The moment you step foot in Throttle Powersports locations, you can feel assured, that we are here to make your powersport buying experience a positive one. We understand that one model doesn't fit all, which is why we take the time understanding what you need, to find you the perfect vehicle for your lifestyle.

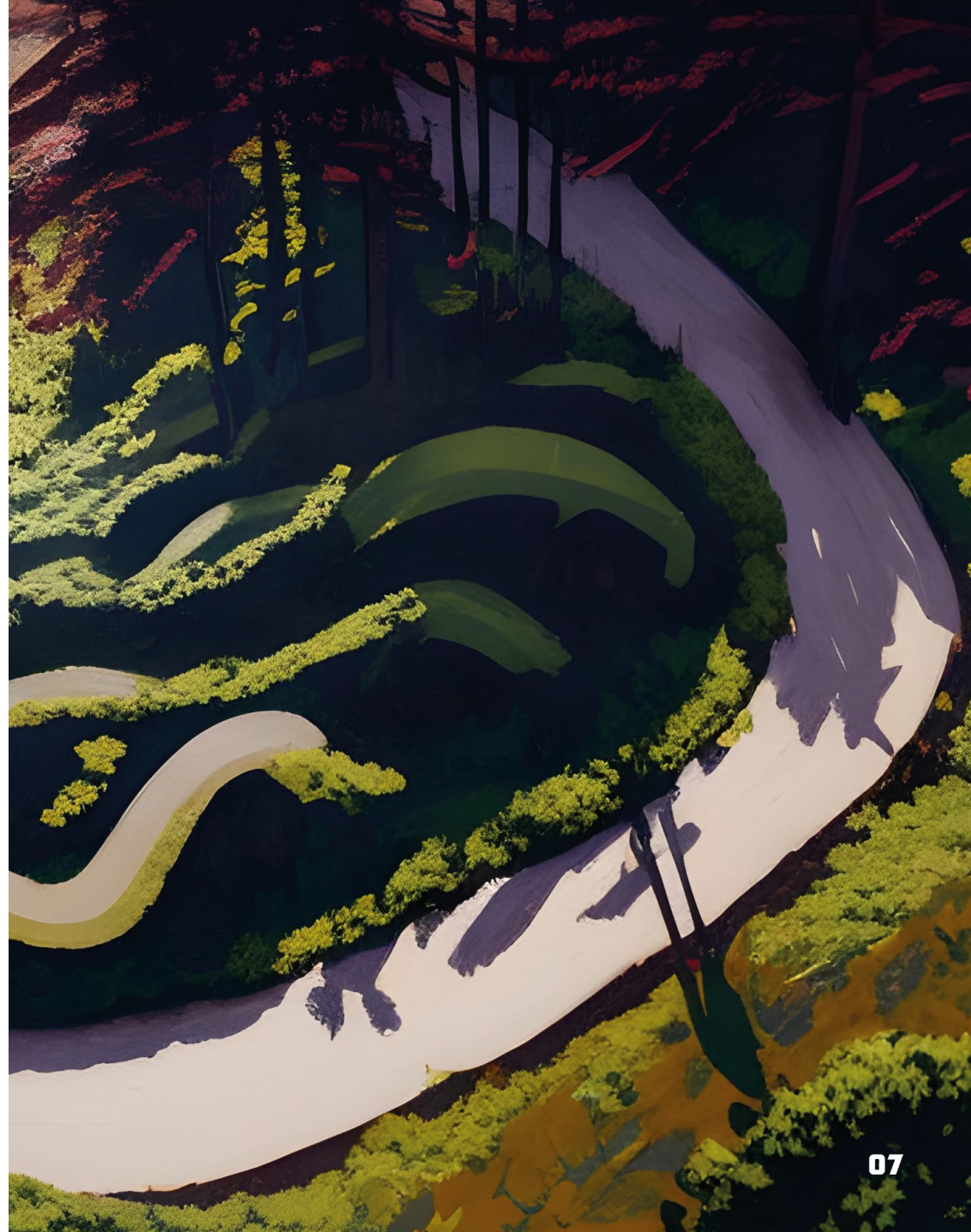
*You are more than a customer here, you are family, and we continue to foster a community of riders of all levels. Because, at Throttle Powersports, we are in the business of creating memories, and making fun come alive.*



# AT SAYVEE, WE'VE DEVELOPED SIX COMPONENTS FOR YOUR BRAND.

Each component offers a different perspective on what your brand is, to capture the depth of nuances and meaning.

Taken together, these components provide the foundation upon which your brand is built.



# THE SIX BRAND COMPONENTS.

1. Brand Ambition
2. Brand Purpose
3. Brand Values
4. Brand Promise
5. Brand Characteristics
6. Brand Tone & Voice





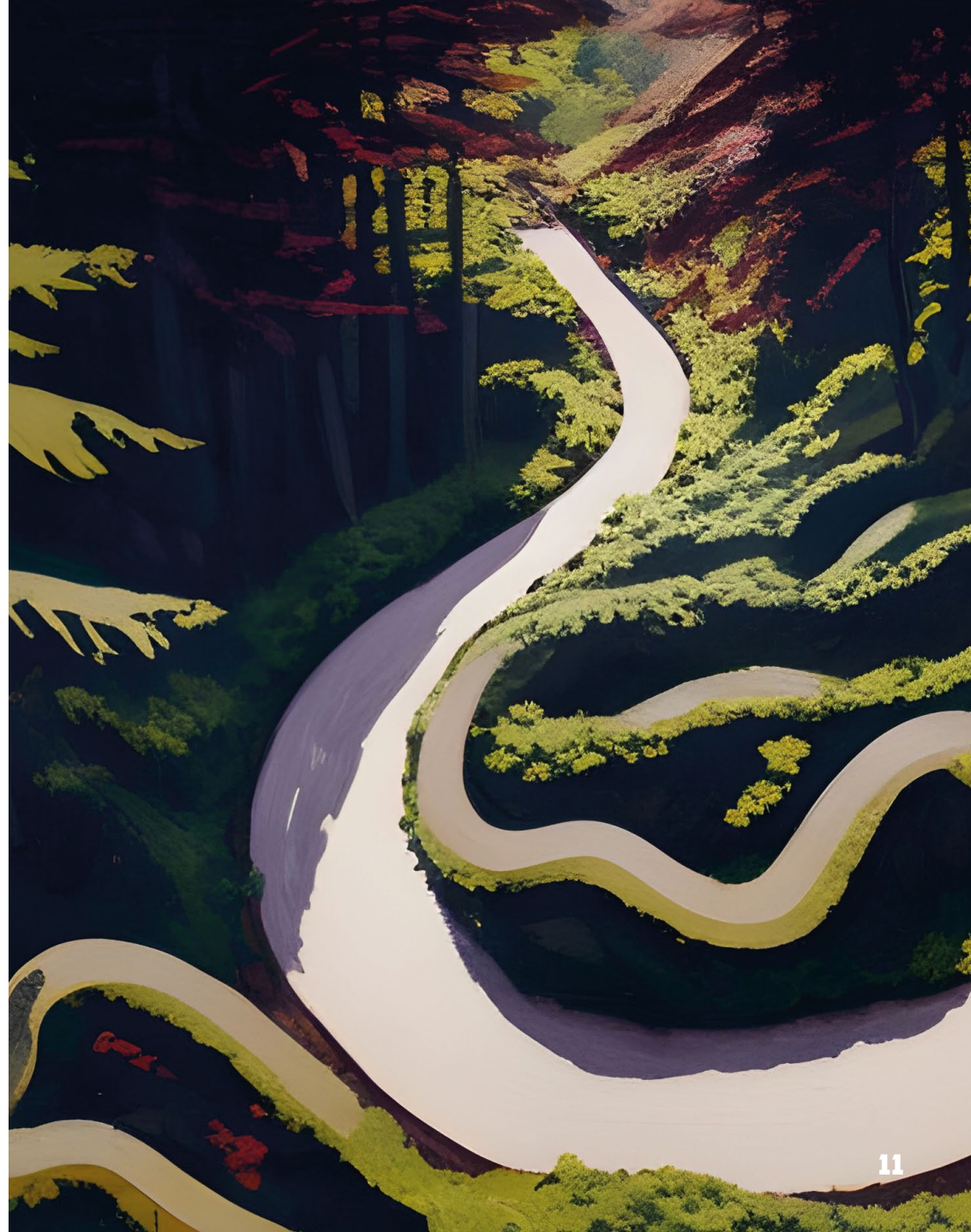
**BRAND  
STRATEGY.**

# 1. BRAND AMBITION

To be the leading provider of powersports vehicles, in any community we are present in, by setting the standard of excellence through our expertise on recreational and utility vehicles, and our neighbourly approach to customer service.

## 2. BRAND PURPOSE

To help build the community, from powersport newcomers to powersport enthusiasts, through our education, commitment, and deep understanding of the needs and desires of our riders.



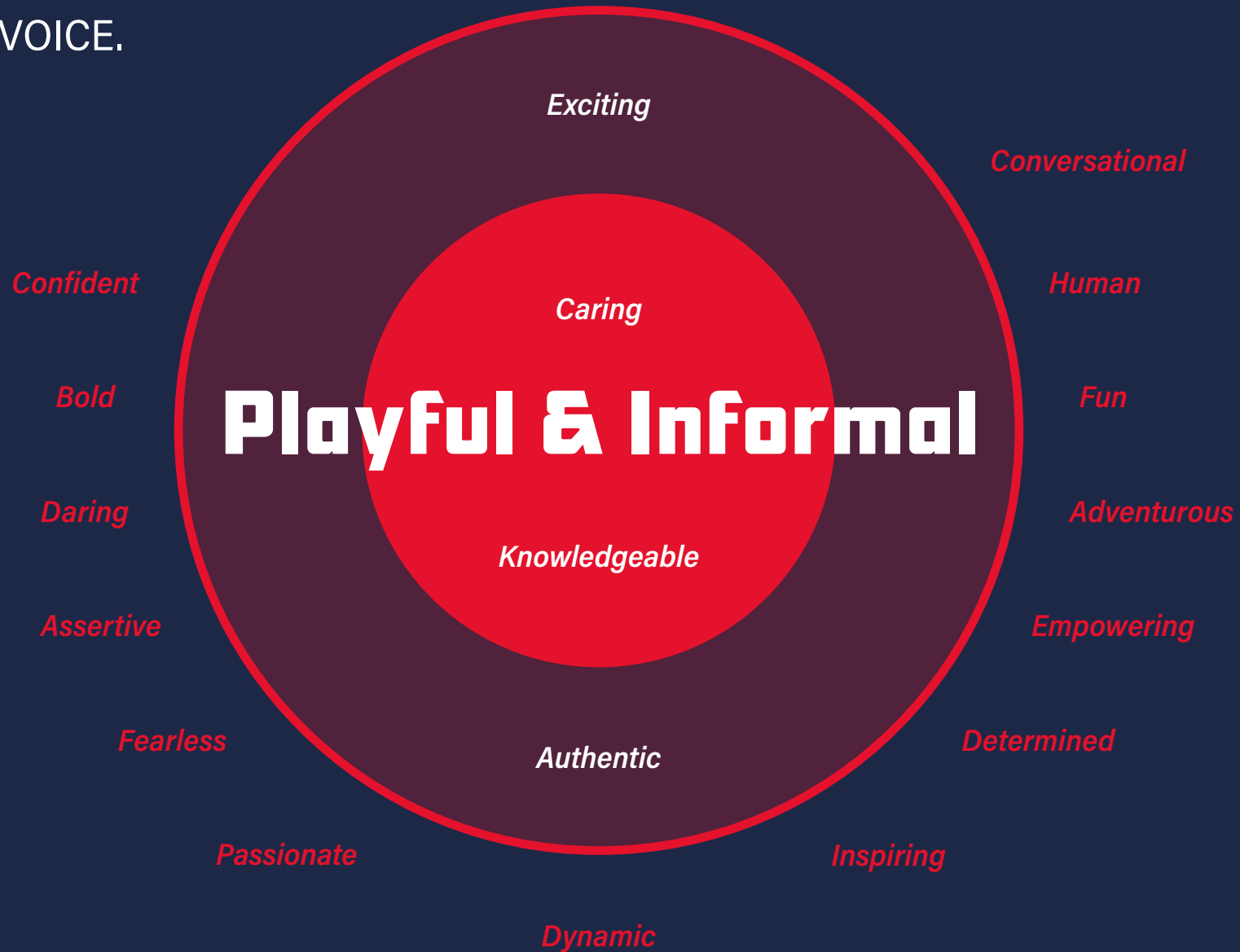
### **3. BRAND PROMISE**

To provide customers with a personalised powersport experience in a playful and caring way, and ensure they are equipped with a vehicle specific to their needs, leaving them feeling taken care of.

#### 4. BRAND CHARACTERISTICS.



## 5. BRAND TONE & VOICE.

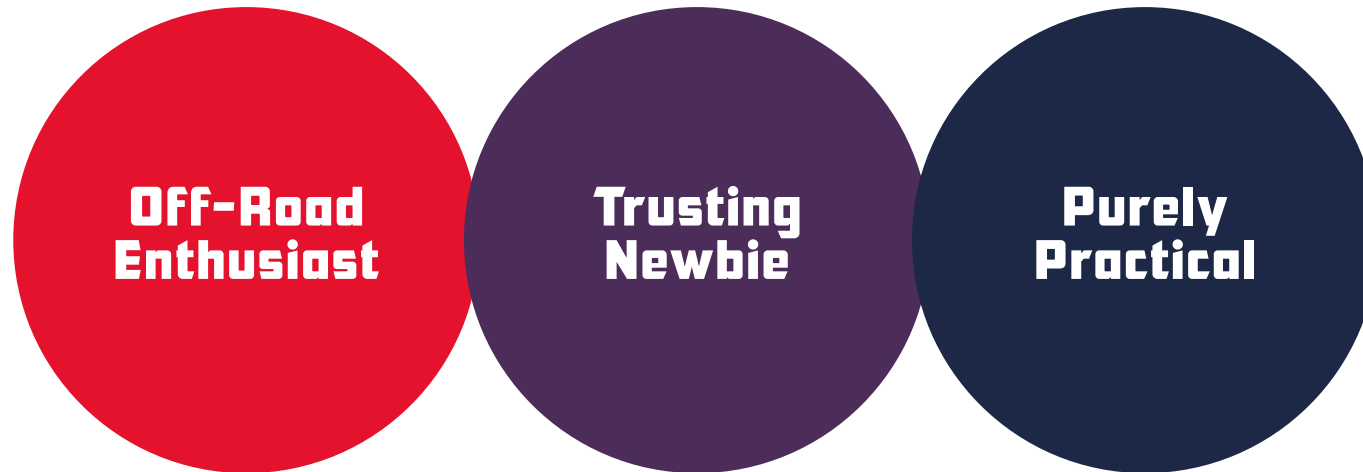


A painterly illustration of two motorcyclists riding through a forest. The scene is rendered in a style with visible brushstrokes and a rich color palette of oranges, reds, and purples. The foreground motorcyclist is on a red motorcycle with a white helmet, while the second is further back. The text 'BRAND CHARACTERISTICS.' is overlaid in white, bold, sans-serif font on the left side. A red gradient is applied over the entire image.

**BRAND  
CHARACTERISTICS.**

# TARGET AUDIENCE

Your target audience are the people who are most likely to be interested in your services:



# CUSTOMER PERSONA #1



**Steve Williams**  
**Off-Road Enthusiasts**

## Demographics

Age: 33  
City: Cornwall, ON  
Profession: Level I Utilities Operator with the City of Cornwall  
Marital Status: In a relationship  
Education: GED, and Level 1 Water Distribution Certificate  
Household Income: \$55,000-\$65,000

## Challenges

- Only has the weekend to ride as he works full-time during the week.
- He is quite an spontaneous and impulsive buyer.
- His credit score may impact ability to purchase a vehicle, as he has a lower credit rating.
- Because he works all week, his weekend is important to him.
- He likes to work hard and play hard.
- There is no such thing as too fast - performance is important.
- He values his friends, and is not family oriented.
- Locally he finds it difficult to find the kinds of vehicle that he requires.

## Story

- Growing up in Muskoka, Steven was always interested in riding the trails when camping with his family .
- As a hardworking individual, he enjoys the challenge of his job, but also values his free time..
- He spends most of his weekdays working and is always looking forward to the weekend, when he can finally hit the trails and enjoy the outdoors.
- Now his current ATV is not cutting it anymore as it's slow, heavy and not reliable as it needs to be .
- He is a thrill-seeker with a good sense of adventure and is willing to pay for performance.
- He also likes the great outdoors, off-roading & boating.

## Needs

- A reliable and available vehicle.
- He will likely need financing option (65% likely), so he needs efficient financing and purchase process that is clearly communicated.
- Options that are high performance, unique and is able to handle the most rugged terrain.
- The latest and best models of vehicles.
- Content related to thrill seeking and adventure.
- A smooth and clear sales process so he can get on the trail as soon as possible.

# CUSTOMER PERSONA #2



**Ryan Anderson**  
**Trusting Newbie**

## Demographics

Age: 35  
City: Kingston, ON  
Profession: Marketing Professional  
Marital Status: Married  
Partners Name: Angela  
Kids: N/A  
University: College Degree  
Income: \$50,000 - \$75,000

## Challenges

- He is unsure what he needs, however we want something that is reliable and affordable.
- As he is unfamiliar with powersports, and will possibly start out with a used ATV, he feels like he might be getting taken advantage of.
- He doesn't understand how much power he actually needs.
- He also has maintenance and safety concerns.
- He is worried about the hidden costs of owning an ATV, but is not sure what questions they even need to ask.
- He is unsure of what Credit options he has available to him.

## Story

- Ryan was born and raised in Kingston, ON.
- When he was finished with high school, he went to college to get a Bachelor Degree in Marketing in Ottawa, and started working at a marketing agency.
- He has a very active lifestyle and enjoys hiking, mountain biking, nature and exploring.
- Once Covid hit, he got the ability to be able to work from home, and he returned to his hometown to be close to his old friends and family.
- However, not that Covid restrictions have been lifted, he still finds it less expensive to live outside the city and enjoys the nature around him.
- He has ridden an ATV before, however he doesn't know too much about the sport.
- He is always looking for new adventures and believes that owning an ATV will help him explore the outdoors even more.

## Needs

- Reassurance and social proof that he is getting the best service.
- To know exactly what he needs, and if it is the right fit for his adventure.
- To be advised on how to maintain his new vehicle (Online manuals, walkthroughs, articles).
- His safety concerns to be addressed or perhaps a safety class.
- He needs mentorship with experienced riders.
- A breakdown of the costs of owning an ATV.
- To understand what payment options are available to him.

# CUSTOMER PERSONA #3



**Tom Avery**  
**Purely Practical**

## Demographics

Age: 63  
City: Almonte, ON  
Profession: Farmer  
Marital Status: Married  
Partners Name: Susan  
Kids: 2 children, 2 young grandkids  
University: He only has a high school diploma  
Income: \$75,000 - \$100,000

## Challenges

- Price is concern - trouble justifying the price for what it's being used for.
- He is cautious about creating new lines of credit and is likely to prefer to pay cash (80% of the time he will pay cash).
- Concerned about finding a UTV that can handle heavy loads and rugged terrain.
- Normally likes well-established brands with a reputation for quality and durability.
- Would like to see how it can substitute other vehicles (Tractors, etc.).
- Utilitarian - perceived as a business expense.
- He wants to invest in a product that will meet his needs for a long time.
- He has difficulty with his back in his older age

## Story

- Tom is is a third generation poultry/seasonal vegetable farmer from Almonte.
- He is a very practical person and will always choose low maintenance and durability over anything else.
- His farm is quite small and he does most of the tasks by himself or with his small team of 2 people.
- He is married and has 2 grown children. His daughter is married and has 2 young children of her own (3 & 5 years old).
- He enjoys taking them around the farm on weekends.
- Tom is quite a traditional person and believes in a building legacy for his children and grandchildren.
- He no longer has a mortgage to pay off.

## Needs

- Justification for investing in a UTV.
- Discounted cash payments would be useful.
- Something easy to maintain and that us durable.
- A guide to how the UTV can be used for different tasks in rural areas.
- Stating the lifespan of a UTV might help him understand if it is worth the investment.
- DIY guides will help him to lower his maintenance costs.
- Something that he can also use for hunting and carting his fishing gear around.
- Addons for his UTV to make it multipurpose (Snow plow, dumpster).
- He need to know what else the vehicle can be used for.
- To know towing capacity or the payload.
- To know if it is easy for him to get in and out of.

# INTERNAL POSITIONING

At Throttle Powersports, where fun comes alive, we sell off-road vehicles in an adventurous and playful way that makes consumers feel informed and cared for.

**BRAND  
STORY.**



# Set for the Trails.

It can be easy to feel stuck in the daily grind, which is why many are looking for a way to break free of the monotony and to experience something new.

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**ELEVATOR  
PITCH.**

*Throttle Powersports is a leading dealer of utility and recreational powersport vehicles. Our team of experts combined with our passion for powersports allows us to provide you with the right equipment.*

We pride ourselves on our ability to deliver you with a personalized buying experience, from newest models to the latest accessories, we've got everything to turn your wish list into a reality. Come experience the Throttle Powersports community, where fun comes alive.

An artistic illustration of three motorcyclists riding through a dense forest. The scene is rendered in a painterly style with a color palette dominated by deep reds, purples, and blues. The riders are wearing full protective gear, including helmets and jackets. The central rider is in the foreground, leaning into a turn, while two other riders are visible behind them, one to the left and one to the right. The forest is filled with tall, slender trees and thick foliage, creating a sense of depth and atmosphere. The overall mood is adventurous and mysterious.

**KEY  
MESSAGES.**



**WHERE FUN  
COMES ALIVE**



# JOIN THE RIDE

getty images

boanicha redmakawand



# **WELCOME TO ADVENTURE**



# **VISUAL GUIDELINES.**



**THROTTLE**  
POWERSPORTS

**JOIN  
THE  
RIDE**



# 01

## IDENTITY CONSTRUCTION

### LOGO FORMATTING

Our logo is the key building block of our brand, and the primary visual element that identifies us.

The Throttle Powersports logo comprises three variations. 1. The full identity which includes the full name and mark in line. 2. the full identity with name stacked below the mark. 3. A simplified version is available for smaller applications.

The logo is a stylized mark with well defined sans serif typography evoking a sense of clarity. The logo typography has been selected for its simplicity and legibility at smaller sizes.

### BRAND IDENTITY CORE ASSETS

#### LOGO USAGE

Whenever the logo is used, it should be surrounded with clear space or a faded pattern to ensure its visibility and impact.

No graphic elements of any kind should appear in this area.



## CONSTRUCTION

### DEFINITION

The unit of measure is a measurement that is derived from the Throttle Powersports logo and is critical to the creation of any branded material. The full unit of measure for the in-line versions is the height of the first "T" in Throttle Powersports and the mountain trademark icon for the stacked versions.

## CLEARSPACE

### DEFINITION

Whenever the logo is used, it should be surrounded with clear space to ensure its visibility and impact.

The clear space boundaries begin at the edges of the logo.

No graphic elements of any kind should appear in this area.



# 02

## IDENTITY VERSIONS

### COLOR FORMATTING

Three approved versions of our logo have been created along with a monogram symbol representing “TP”. Read the usage guide to understand when each logo should be used.

Various color combinations are accepted for use on our logo.

The color combinations featured in this guide are from a selected palette and color use for the logo are limited only to these specified colors.

## BRAND IDENTITY CORE ASSETS

### LOGO USAGE

Only approved digital logo files may be used. The identity may not be recreated, regardless of the situation. Please refer to the color palette for the correct color specifications.

Always use the correct specified color to ensure visual consistency. No approximation or changes from these specifications are acceptable.



## COLOR LOGO

The full color version of the logo is always used on white, red, a gradient or on a near-white or light part of an image or photo.



## BLACK / MONO LOGO

For use on facsimile and other black and white publications.



## WHITE OUT LOGO

When used on dark and optionally on colored backgrounds, the logo must be completely white. This will provide a striking contrast allowing the identity to be clear and consistent.



# 03

## IDENTITY MINIMUM SIZE

### LOGO SIZING

Three approved versions of our logo have been created along with a monogram symbol representing “TP”. Read the usage guide to understand when each logo should be used.

The minimum size for use in all printed materials for the full identity is 10mm high. For digital on-screen use also 10mm or 100 pixels (at 72dpi) high for the full inline identity. For the stacked version, a size of 15mm or 55 pixels high (at 72dpi). The identity should never be used at less than the specified size as this would lead to a compromise in legibility.

For large formats such as banners, billboards and signage, the logo should be proportionally balanced to the size of the document. The identity must always maintain clear space around it. This will preserve the integrity of the identity and allow for maximum readability.

### BRAND IDENTITY CORE ASSETS

#### LOGO USAGE

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## SIZE USAGE

The size of the logo has been defined for specific applications. These applications have been identified as the most common sizes and formats in use by Throttle Powersports. This table will assist with placing the correct size logo easily.

Placement of the logo in all other formats is at the discretion of the individual producing the element, but must obtain approval from the Throttle Powersports branding team.

# IDENTITY SIZE GUIDE

The chart below is intended to show common sizes for logo width on a range of application sizes. Using these sizes will ensure that logos are legible and consistently sized on same size applications.

|                             | 20 | 30 | 40 | 50 |
|-----------------------------|----|----|----|----|
| Width (mm)                  |    |    |    |    |
| Minimum size in application |    |    |    |    |
| Junior Legal (203 x 127)    |    | ●  | ●  | .  |
| Letter (216 x 279)          | .  | ●  | ●  | .  |
| Legal (216 x 356)           | .  | .  | ●  | ●  |
| Tabloid /Ledger (279 x 432) | .  | .  | ●  | ●  |
| Business Cards              | .  | ●  | ●  | .  |
| Compliment slip             | .  | ●  | ●  | .  |
| Letterheads                 | .  | .  | ●  | ●  |
| DL Leaflet                  | .  | ●  | ●  | .  |

# 04

## TYPOGRAPHY

### FONT SELECTION

Our typeface has been carefully selected to be clear, modern, dynamic and versatile across various applications.

### BRAND IDENTITY CORE ASSETS

#### LOGO USAGE

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#### SYSTEM FONT ALTERNATIVE

The standard recommended system font is Arial (a sans serif typeface) which is highly legible when used if the font is not available for use.

#### Primary Font

The typeface – Barlow Condensed Bold – is characterised by excellent legibility in print and digital areas (from corporate brochure ware through to headlines on web applications). The medium weight is for use in headers and titles.

#### Secondary Font

The secondary typeface – Cantarell – characterised by its legibility is to be used body text, paragraphs and in fine print.

#### CFB1 American Patriot Normal

Aa A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

#### Acumin Variable Concept SemiCondensed

Aa A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

#### Acumin Variable Concept SemiCondensed SemiBold

Aa A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

#### Acumin Variable Concept SemiCondensed SemiBold Italic

Aa A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z

## BRAND IDENTITY CORE ASSETS

### FONT USAGE

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# TYPOGRAPHIC HIERARCHY

Typographic hierarchy is a form of visual hierarchy and plays an important role in communicating an overall tone and quality in a design project.

## Level One

Level-one typography will be the most important content or information, this should be the most immediately and eminently visible typographic element in your design. For use on title pages.

Font: CFB1 (All caps or title case)

## Level Two

Level-two typography is generally the bulk of the design. This is where the copywriting lives, where you get into the message of your design. It could be long or short — a whole article, a short note, a brief description — but the primary concern for this level is that it's easy to read, since the font size will likely be somewhat small.

Font: Acumin Variable Concept SemiCondensed (All caps or title case, bold, italic)

## Level Three

Level-three typography behaves as a graphic device that allows for interesting captions to be incorporated in a graphical way.

Font: CFB1 (All caps or title case)

# HEADLINE

## Headline 2

Level 1

*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.*

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit.

Level 2

**“BLOCK QUOTES”**     **“BLOCK QUOTES”**

Level 3

# 05

## COLOR PALETTE

Our primary colors are a critical part of our brand and consistent use of these colors is vital to our identity.

Our color palette has been carefully selected and are the most obvious visual identifier of our brand second only to the logo. Our guidelines determine how our full range of colors are used and in what proportion.

Applying color correctly ensures that our primary colors are always the most visible and dominant colors. Incorrect use of our secondary and tertiary colors could dilute the association of our primary color palette.

### VISUAL LANGUAGE ASSETS

#### PRIMARY COLORS

Color plays an important role in the Throttle Powersports brand identity. The following colors are recommendations for various media. Consistent use of these colors will contribute to the cohesive and harmonious look of the Throttle Powersports brand identity across all relevant media.

Check with your designer or printer when using the corporate colors that they will be always be consistent.

### PRIMARY COLOURS



#### RED

CMYK: C0 M98 Y82 K0  
RGB: R207 G52 B53  
Hex: #CF3435



#### NAVY

CMYK: C100 M89 Y44 K40  
RGB: R32 G40 B69  
Hex: #202845



#### WHITE

### SECONDARY COLOURS



#### TP GRADIENT

CMYK: C0 M98 Y82 K0 to C100 M89 Y44 K40  
RGB: R207 G52 B53 to R32 G40 B69  
Hex: #CF3435 to #202845



#### PURPLE

CMYK: C78 M91 Y32 K27  
RGB: R71 G46 B87  
Hex: #472E57

# 06

## GRAPHIC DEVICES

### TOPOGRAPHY OVERLAY

A useful part of our identity is the stylised topography overlay on images.

The device can be applied where appropriate. Though not a prominent part of the brand it can be used as a graphic element to create variation.

### VISUAL LANGUAGE ASSETS

#### PRIMARY COLORS

Color plays an important role in the Throttle Powersports brand identity. The following colors are recommendations for various media. Consistent use of these colors will contribute to the cohesive and harmonious look of the Throttle Powersports brand identity across all relevant media.

Check with your designer or printer when using the corporate colors that they will be always be consistent.



# 07

## IMAGE STYLE AND TONE

### PHOTOGRAPHY

Our imagery reflects the identity of Throttle Powersports. It is professional, clear, bold and uncluttered.

- Throttle Powersports photography should always reflect a sense of adventure.
- Choose images that show clarity and boldness.
- Images don't always have to be a literal interpretation of a subject. A combination of abstract images and literal images tells a stronger story.
- Illustrations of racing tracks are effective and can be used alone or as a background
- Photography should incorporate the Throttle Powersports colour palette and can be used with or without a gradient overlay.

### VISUAL LANGUAGE ASSETS

#### VISUAL ELEMENTS

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Always use the correct specified color to ensure visual consistency. No approximation or changes from these specifications are acceptable.



# 08

## BUSINESS CARD

### FORMATTING

Business Cards are used for all official contact and communication for Throttle Powersports.

The front of the card comprises the logo on the left and the contact information on the right.

The spacing measurements (right) must be followed for consistency.

The back of the card can be left blank or should feature any current visual campaign artwork.

### PARAMETERS

Dimensions  
84 x 54 mm

Weight  
400g/m Uncoated white

Print  
CMYK

## CORPORATE STATIONERY

### FILE VERSIONS

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### Business Card Frontside

**John Doe**

SALES MANAGER

00 Road Name, Kelowna, British Columbia

t: 250-000-0000 | c: 250-000-0000 | 1-800-000-0000

e: john@throttle.com | w: [throttlepowersports.com](http://throttlepowersports.com)

### Business Card Backside



# 09

## LETTERHEAD

### Letterhead

#### FORMATTING

Letterheads are used for official contact and communication for Throttle Powersports.

The footer includes the Throttle Powersports logo in line on the left and contact information on the right.

The spacing measurements (right) must be followed for consistency.

#### PARAMETERS

Dimensions  
Letter (US)

Weight  
100g/m Uncoated white

Print  
CMYK

## CORPORATE STATIONERY

### FILE VERSIONS

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600 Street Address, Area BC, V1B 3R4  
1-800-000-0000 | e: sales@throttlepowersports.com | w: throttlepowersports.com

# 10

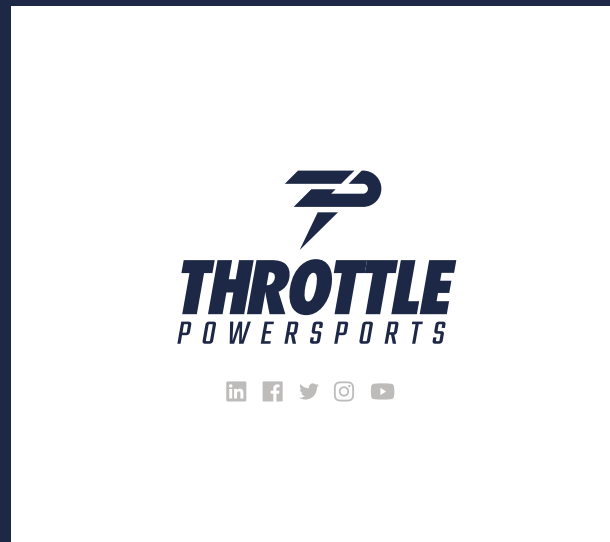
## EMAIL SIGNATURE

### FORMATTING

Email signatures are used for official contact and communication for Throttle Powersports.

The signature includes the Throttle Powersports logo stacked and contact information of the right.

### MailChimp Signature



## CORPORATE STATIONERY

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### Personal Email Signature



# 11

## COMPANY INFO

### FORMATTING

For consistency, the company info for Throttle Powersports should always read as indicated in the example (right).

Example

Throttle Powersports

Address Line 1  
Address Line 2

+0000 0000

throttlepowersports.com

## CORPORATE STATIONERY

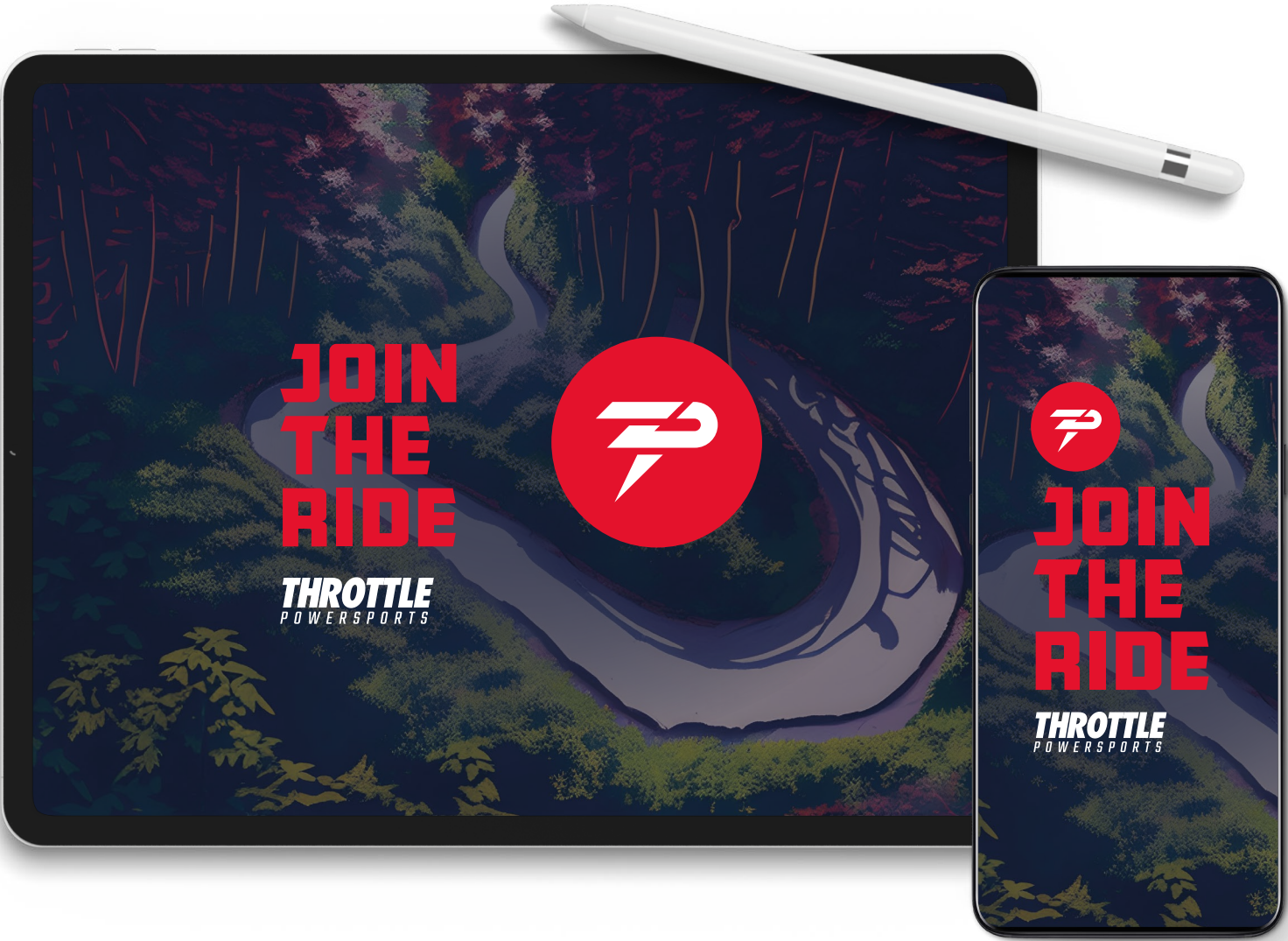
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A group of people on ATVs in a forest, with a strong red color overlay. The scene is dimly lit, suggesting a night or low-light environment. The people are wearing dark clothing and helmets. The background shows trees and foliage, with a bright light source creating a glow in the center. The overall mood is mysterious and adventurous.

# EVERGREEN CAMPAIGN.





**JOIN  
THE  
RIDE**

**THROTTLE  
POWERSPORTS**



**JOIN  
THE  
RIDE**

**THROTTLE  
POWERSPORTS**

**THANK YOU**

sayvee  
fueling your | online presence

[sayvee.com](http://sayvee.com)