

SUBJECT: COBRA USA
INDUSTRY: MOTORCYCLE
FILE# COB-17-008

PROBLEM/OPPORTUNITY:

COBRA USA came to us requesting that we give them some recommendations for a new logo for their Harley Davidson aftermarket exhaust systems. Not only were they facing that motorcycle sales was a declining market but they had very little awareness within the category even though the company had been around since 1977. The good news is that they make a product that sounds just as good as they look and to a Harley rider the louder the better survival meant gaining a larger piece of market share and obviously realized a new logo by itself would not do.

- STRATEGY:**
1. Own the garage.
 2. Feel as if the brand is a natural extension of Harley Davidson.
 3. Own #RIDELOUD.



NH-6107



Built Louder

Louder Than You

You've probably heard of COBRA because, heck, we've been around since 1977. You've probably heard that no one makes better exhausts for your V-Twin than we do and that we have a lifetime warranty to back it up.



WWW.COBRAUSA.COM





*Quality
Time*
IS OPEN FOR
INTERPRETATION



RIDE LOUD™
SINCE 1977



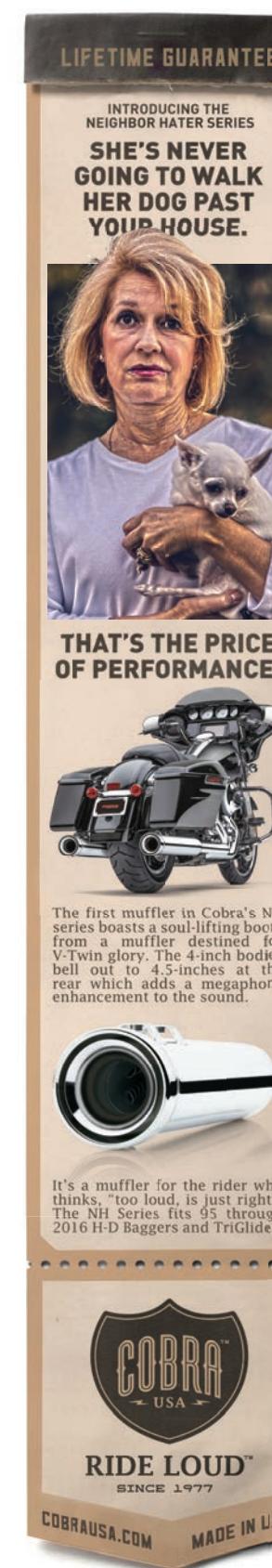


BLING
FOR.
THOSE WITH *Dirt*
UNDER THEIR
NAILS.



RIDE LOUD™
SINCE 1977





DISCLAIMER: NOT LEGAL FOR
SALE OR USE IN CALIFORNIA ON
ANY POLLUTION CONTROLLED
MOTOR VEHICLES

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LIFETIME GUARANTEE - MADE IN THE U.S.A.

HEAVEN SMELLS LIKE GAS, OIL, AND GREASE.

Your prayers have been answered with the PowrPort Dual headpipes from COBRA. Designed to deliver optimal torque and power. Amen.



RIDE LOUD™
SINCE 1977





LIFETIME GUARANTEE - MADE IN THE U.S.A.

THE CENTERPIECE OF THE MOST PERFECT ROOM NOT IN YOUR HOUSE.

From a simple 4-inch slash down to the popular Race Pros, you can find the perfect pitch and volume that suits you. Take our PowerPort Dual head pipes for

example. They have a built in cross over that produces more power while retaining the look of a true-dual system. And they are incredibly easy to install.



FIND A BIKE WORTHY OF THE PIPE.

We start out every day to make the perfect exhaust. And we come darned close. It helps that we use state-of-the-art lasers to cut our steel and aluminum, and that we make use of the latest generation robotic welders. But we also use an incredibly talented team of craftsmen and craftswomen to ensure a personal, human touch

remains at the heart of every product that ships out to you. And that goes to our fundamental advantage over everyone else. We balance the machine's precision with the artist's imagination. Oh, that and the simple fact we make the best looking, sounding and performing products available.



NOT LEGAL FOR SALE OR USE IN CALIFORNIA ON ANY POLLUTION CONTROLLED MOTOR VEHICLES

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RIDE COBRA LOUD

VOL. CXIX | No. 27/28

FINDING YOUR QUIET PLACE

MEET THE NEIGHBORS

SHOW SOME RESPECT

LEARN TO FOLD THE AMERICAN FLAG

SEVEN SUPER-BAD BIKER MOVIES FROM THE 70'S

ONLY A BIKER KNOWS WHY A BOB STICKS HIS HEAD OUT OF A CAR WINDOW

WHEN TO FLY THE AMERICAN FLAG

IF IT'S A DIRTY JOB AND YOU ARE THE ONE WHO GETS TO DO IT

MEET THE NEIGHBORS

FIVE ROAD TRIPS THAT REDEFINE FREEDOM

COBRA EXHAUST & ACCESSORIES - LIFETIME GUARANTEE - MADE IN THE USA

DOOM & GROOM

REAL MEN RIDE WITH TWO PAIRS OF PANTS

GEARHEAD THROWBACK

FIVE NOBLE CAUSES WORTH YOUR TIME

COBRA EXHAUST & ACCESSORIES - LIFETIME GUARANTEE - MADE IN THE USA

DOOM & GROOM

REAL MEN RIDE WITH TWO PAIRS OF PANTS

GEARHEAD THROWBACK

FIVE NOBLE CAUSES WORTH YOUR TIME

COBRA EXHAUST & ACCESSORIES - LIFETIME GUARANTEE - MADE IN THE USA

ALL ABOUT THE PIPES

COBRA EXHAUST & ACCESSORIES - LIFETIME GUARANTEE - MADE IN THE USA

FIND A BIKE WORTHY OF THE PIPE

FINDING YOUR QUIET PLACE

COBRA EXHAUST & ACCESSORIES - LIFETIME GUARANTEE - MADE IN THE USA

RIDE COBRA LOUD

FINDING YOUR QUIET PLACE

SIX WAYS TO WIN A FIGHT

WHERE DO YOU KEEP YOUR WORK ETHIC?

WHAT DOES YOUR WORK ETHIC SAY ABOUT YOU?

MEET THE NEIGHBORS

FIVE ROAD TRIPS THAT REDEFINE FREEDOM

COBRA EXHAUST & ACCESSORIES - LIFETIME GUARANTEE - MADE IN THE USA

RIDE FAST, PLAY LOUD

HOLLOWED GROUND & HARLEY HEAVEN

WE STAND BEHIND EVERYTHING WE MAKE.

EVEN IF YOU'VE NEVER HEARD OF US, YOU'VE HEARD US.

ON THE ROAD AGAIN

AMERICAN STRONG

MOTORCYCLE RIDE LOUD

HAND SIGNALS

COBRA EXHAUST & ACCESSORIES - LIFETIME GUARANTEE - MADE IN THE USA

A LETTER FROM OUR CEO

TRANSLATION

LET'S BE FRIENDS

COBRA FAN CLUB

#RIDELOUD

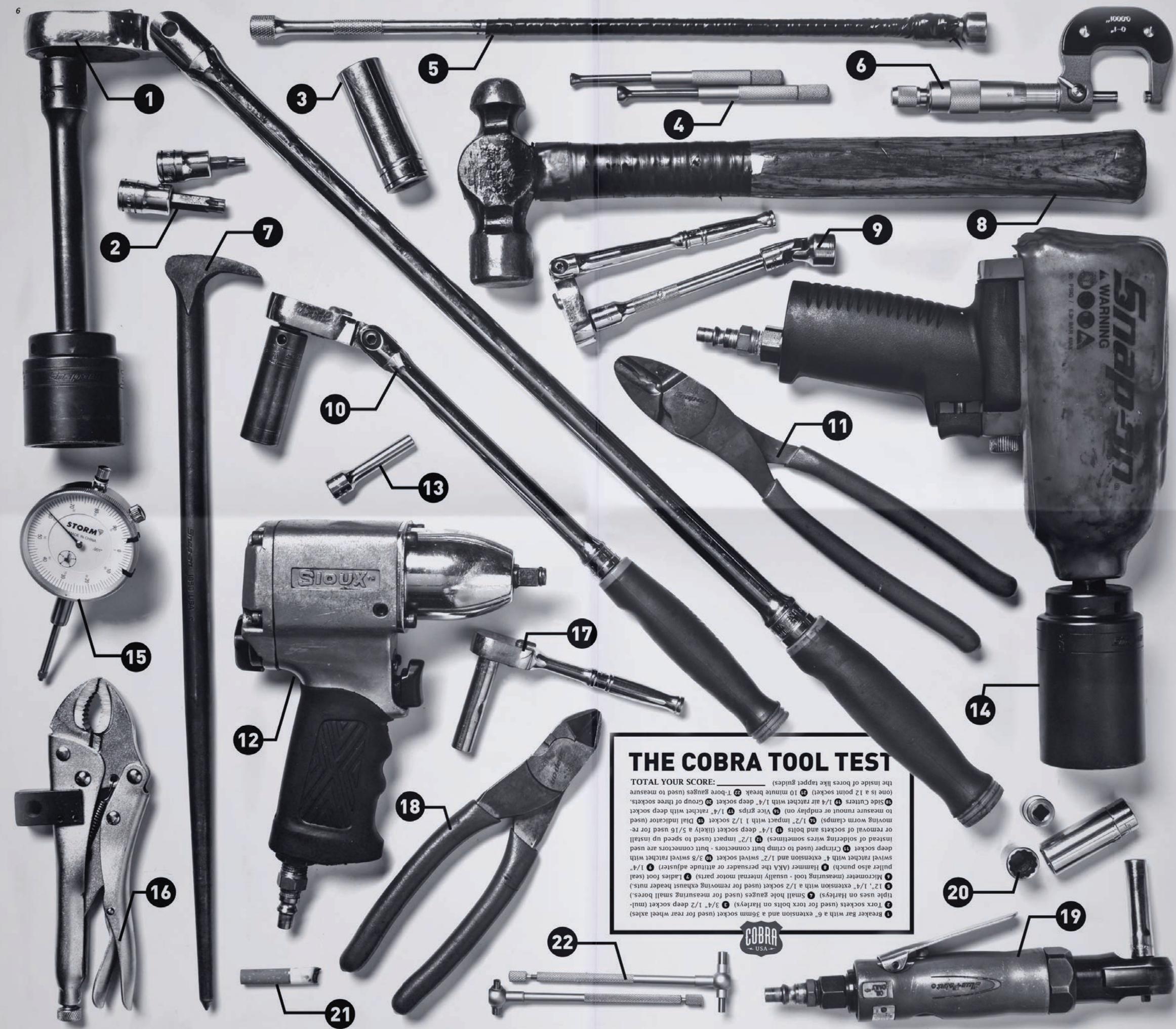
THE COBRA TEST DRIVE

GET YOUR CHROME ON

YOU'VE GOT MAIL

WARNING: IF HORN IS BROKEN, WATCH FOR FINGER!

COBRA USA



MADE IN THE
USA
ENOUGH SAID









**A PIPE YOU CAN CHOOSE
WITH YOUR EYES CLOSED**

DOWNLOAD THE COBRA APP AND LISTEN TO ALL OUR LATEST PIPES.

COBRA USA
AVAILABLE AT:
App Store & Google Play

LIKE US ON FACEBOOK:
@COBRAUSA

23801 E LA PALMA AVE | YORBA LINDA, CA 92887
TEL (714) 692-8180 | (714) 692-5019 | FAX
RIDE LOUD! | RIDE FOREVER

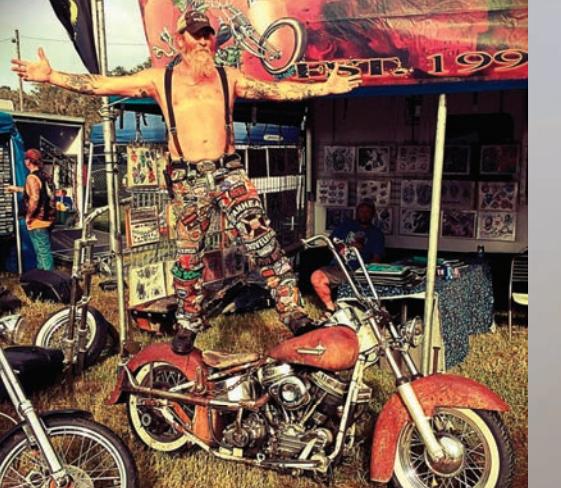
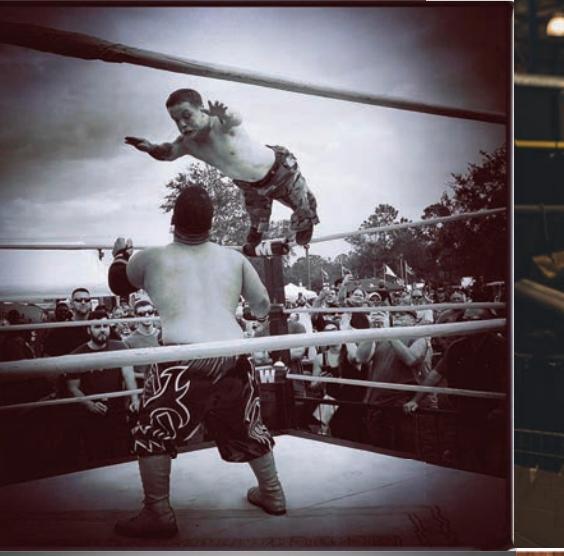
**COBRA™
USA**

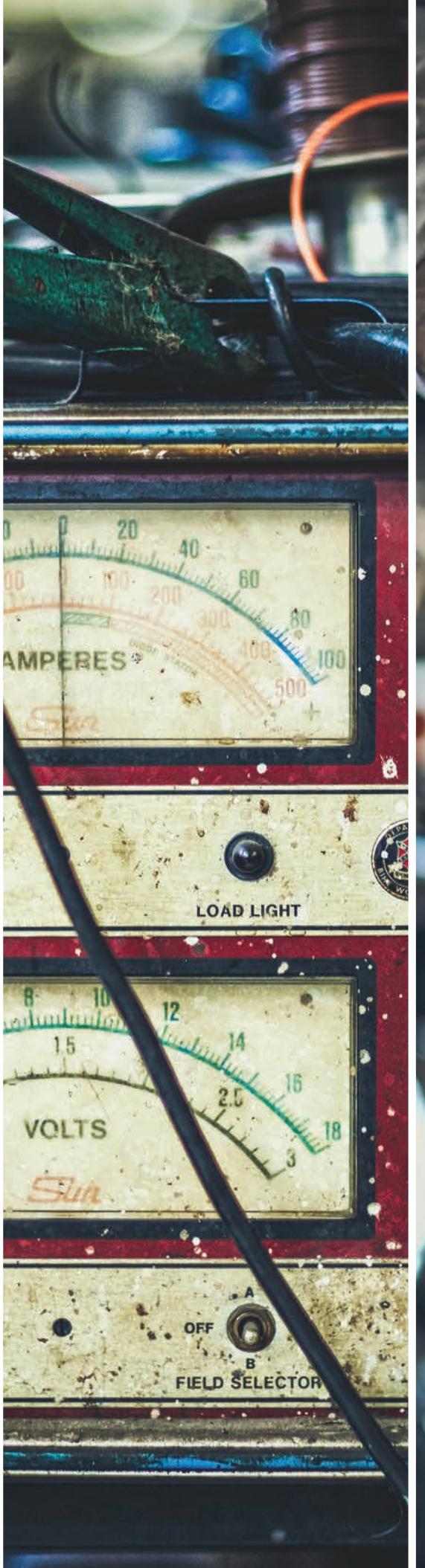
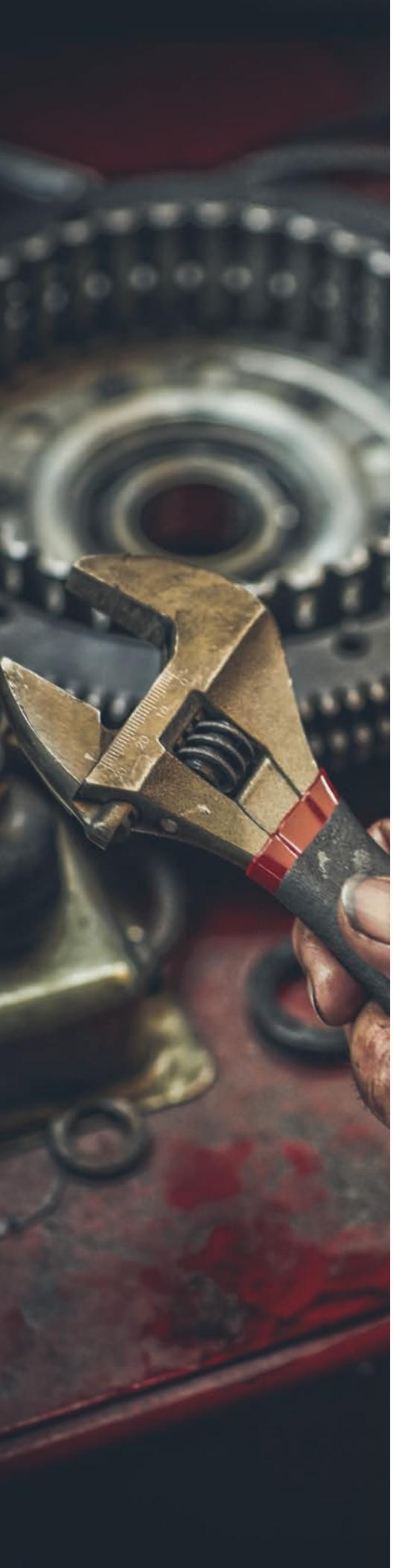
www.COBRAUSA.com

RIDE LOUD! LINDA COBRA USA MOTORCYCLE PARTS & ACCESSORIES









Laptop Screen (Top Left):

The laptop screen displays the COBRA USA website's apparel section. The header features a shield logo with "COBRA" and "USA". A sidebar on the left lists categories: APPAREL, POSTERS, SHOP RAGS, and INSIDE COBRA. Below the sidebar are links for Retail Locator, Request a Catalog, Limited Lifetime Warranty, Emissions Notice, and Contact Us. A "CALIFORNIA CUSTOMERS CLICK HERE" button is also present. The main content area shows two large images of men wearing COBRA t-shirts, one standing in front of an American flag and another sitting on a motorcycle.

Smartphone Screen (Bottom Left):

The smartphone screen shows a product page for "ELBOW GREASE - CHROME POLISH". The product image is a circular tin can with a "COBRA" logo featuring a motorcycle. The page includes the price (\$10.00), a "Show more" link, a quantity selector (1), an "ADD TO CART" button, and a "Share this" link. The sidebar on the left is identical to the laptop screen.

Map (Top Right):

A detailed map of the western United States, focusing on states like Washington, Oregon, Idaho, Montana, Wyoming, Colorado, and New Mexico. Major cities like Seattle, Portland, Boise, Salem, Olympia, Helena, Reno, Cheyenne, and Denver are marked. Rivers like the Columbia, Snake, and Yellowstone are also shown.

Branding Items (Bottom Right):

Several COBRA USA products are displayed:

- A large black hexagonal sign with the word "COBRA" in gold letters.
- A circular tin can for "ELBOW GREASE - CHROME POLISH" with a similar gold and black design.
- A smartphone displaying the COBRA USA mobile website.
- A small tag attached to a cord, featuring the COBRA logo and text: "100% COTTON TEE", "QUALITY GOODS", "ROAD TESTED", "XXL", and "www.cobrausa.com".

AFTER 40 YEARS, WHAT'S NEXT?



SINCE 1977

PLACE IDENTIFICATION CARD HERE



WORK LABS  APPROVED