

SUBJECT: COBRA USA

INDUSTRY: MOTORCYCLE

FILE# COB-17-008

PROBLEM/OPPORTUNITY:

COBRA USA came to us requesting some recommendations for a new logo for their Harley Davidson after market exhaust systems. They were facing a declining market and scant brand awareness within the category even though the company had been around since 1977. Fortunately for Cobra, they make a product that sounds as good it looks. For Harley riders, sound is everything and the louder the pipe the better. Survival for Cobra meant gaining a larger piece of market share. We quickly realized simply creating a new logo would not get it done.

STRATEGY:

1. Own the garage
2. Feel as of the brand is a natural extention of Harley Davidson
3. Own #RIDELOUD



WORK

Labs

Work

ADDRESS:
2014 Monument Avenue Richmond, Virginia 23220

PHONE:
(804) 358-4372

WEBSITE:
www.WorkLabs.com

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.

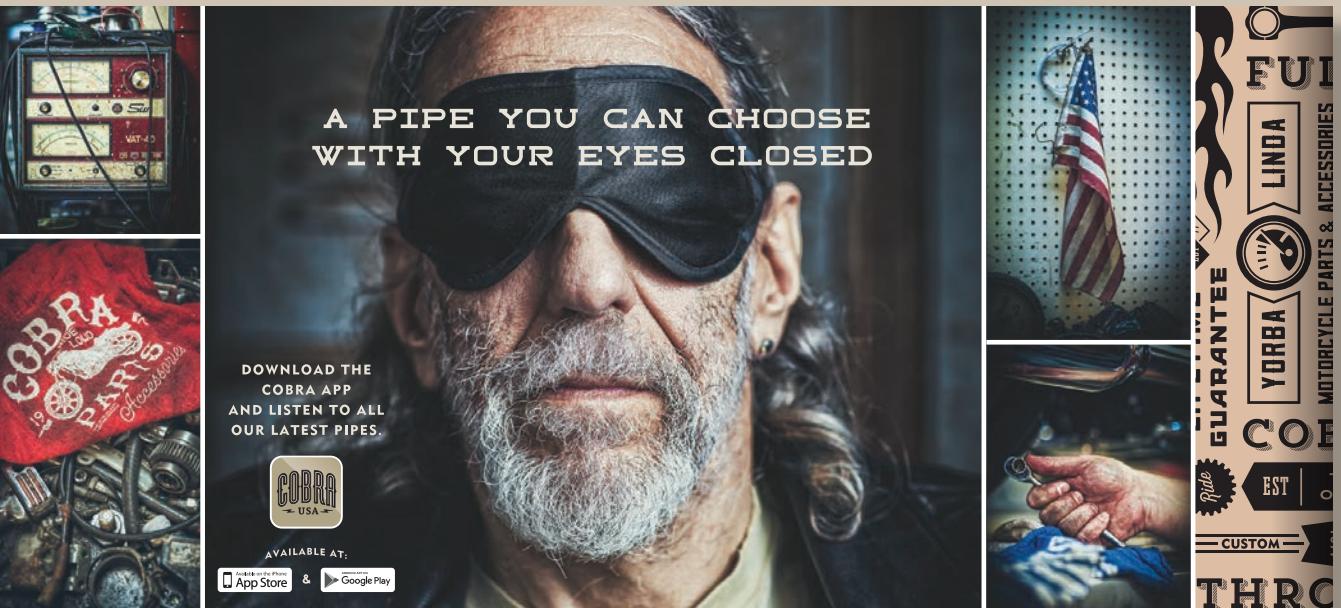


However, you may not of heard that our brand has a new look and we've just introduced a new line of pipes "The NH Series", our loudest yet. Follow us on social media to hear more because this year we're making more noise than ever.



WWW.COBRAUSA.COM





*Quality
Time*
IS OPEN FOR
INTERPRETATION



RIDE LOUD™
SINCE 1977





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

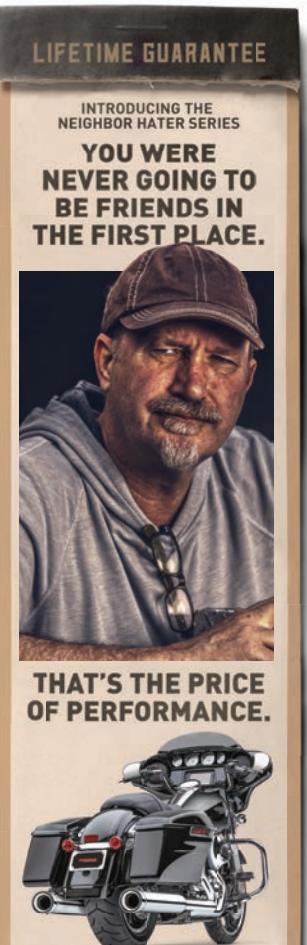
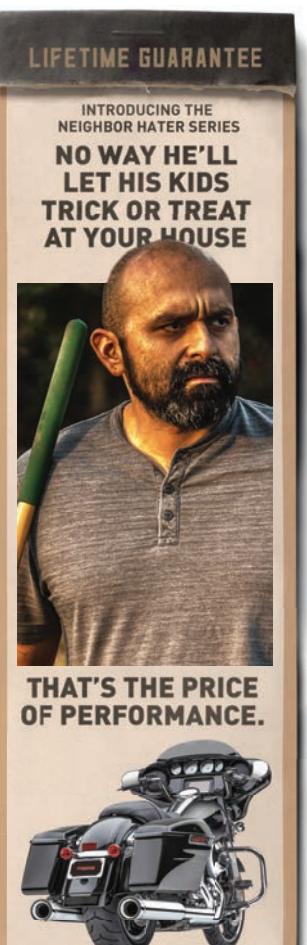
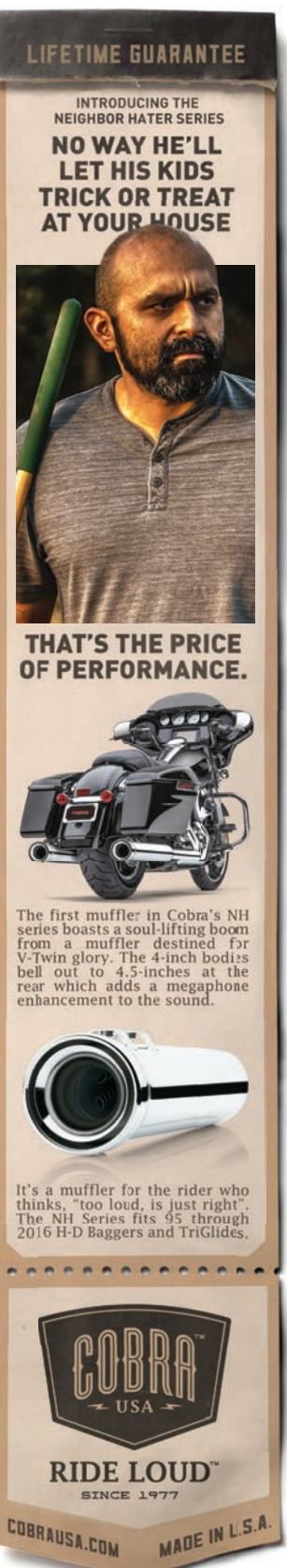


RIDE LOUD™
SINCE 1977





LIKES:
Gardening, classical music, and cooking
DISLIKES:
Dogs, modern music, and you



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

FULL PIPE EXHAUST HEAD



RIDE COBRA LOUD

ISSUE 723 • Nov 27, 2014

FINDING YOUR QUIET PLACE

MEET THE NEIGHBORS

SEVEN SUPER-BAD BIKER MOVIES FROM THE 70'S

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

TALL OF THE CHASE

MOTOR CYCLE

COBRA EXHAUST & ACCESSORIES - CUSTOM GUARANTEED MADE IN THE USA

DOOM & GROOM

REAL MEN RIDE WITH TWO PAIRS OF PANTS

GEARHEAD THROWBACK

FIVE NOBLE CAUSES WORTH YOUR TIME

RIDE FAST, PLAY LOUD

HOLLOWED GROUND & HARLEY HEAVEN

CATCHING A YELLOW JACKET IN YOUR SHIRT AT 70 MPH CAN DOUBLE YOUR VOCABULARY

I HEARD A GUY IN THE NEXT COUNTY JUST BOUGHT A NEW BIKE WITH COBRA EXHAUST. I MEAN I ACTUALLY HEARD A GUY IN THE NEXT COUNTY.

GET YOUR CHROME ON

THE COBRA TEST DRIVE

YOU'VE GOT MAIL

ON THE ROAD AGAIN

AMERICAN STRONG

YOU'RE INVITED

COBRA EXHAUST & ACCESSORIES - CUSTOM GUARANTEED MADE IN THE USA

ALL ABOUT THE PIPES

FIND A BIKE WORTHY OF THE PIPE

HAND SIGNALS

COBRA EXHAUST & ACCESSORIES - CUSTOM GUARANTEED MADE IN THE USA

FIND A BIKE WORTHY OF THE PIPE

FINDING YOUR QUIET PLACE

COBRA EXHAUST & ACCESSORIES - CUSTOM GUARANTEED MADE IN THE USA

RIDE COBRA LOUD

ISSUE 723 • Nov 27, 2014

FINDING YOUR QUIET PLACE

SIX WAYS TO WIN A FIGHT

WHERE DO YOU KEEP YOUR WORK ETHIC?

WE STAND BEHIND EVERYTHING WE MAKE

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

ON THE ROAD AGAIN

AMERICAN STRONG

COBRA EXHAUST & ACCESSORIES - CUSTOM GUARANTEED MADE IN THE USA

RIDE COBRA LOUD

ISSUE 723 • Nov 27, 2014

WHAT DOES YOUR WORK ETHIC SAY ABOUT YOU?

RIDE FAST, PLAY LOUD

HOLLOWED GROUND & HARLEY HEAVEN

CATCHING A YELLOW JACKET IN YOUR SHIRT AT 70 MPH CAN DOUBLE YOUR VOCABULARY

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GET YOUR CHROME ON

THE COBRA TEST DRIVE

YOU'VE GOT MAIL

ON THE ROAD AGAIN

AMERICAN STRONG

COBRA EXHAUST & ACCESSORIES - CUSTOM GUARANTEED MADE IN THE USA

A LETTER FROM OUR CEO

TRANSLATION

LET'S BE FRIENDS

COBRA FAN CLUB

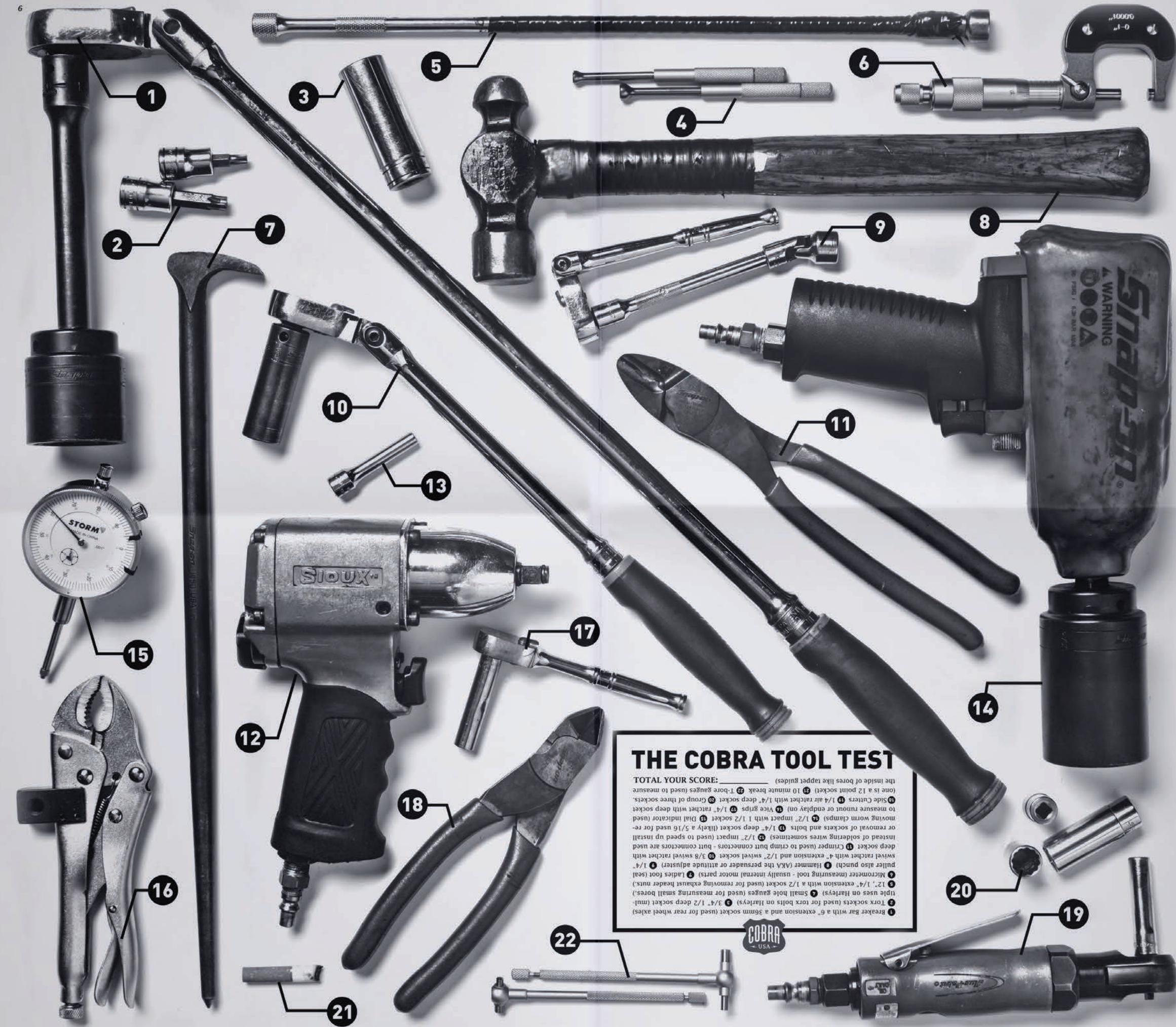
HAND SIGNALS

COBRA EXHAUST & ACCESSORIES - CUSTOM GUARANTEED MADE IN THE USA

MOTORCYCLE RIDE LOUD

HAND SIGNALS

COBRA EXHAUST & ACCESSORIES - CUSTOM GUARANTEED MADE IN THE 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 RIDE LOUD!

(714) 692-5019 FAX

RIDE FOREVER

www.COBRAUSA.com

COBRA USA

Quality Time is open for interpretation

40TH YEAR ANNIVERSARY

THE COBRA ADVANTAGE

BAGGER HEAD PIPES

THOU SHALT NOT COVET THY NEIGHBOR'S PIPES

BAGGER HEAD PIPES

THREE-INCH RPT SLIP-ON MUFFLER

DRASTER EXHAUST

4.5" SLIP-ONS

AIR CLEANER KITS

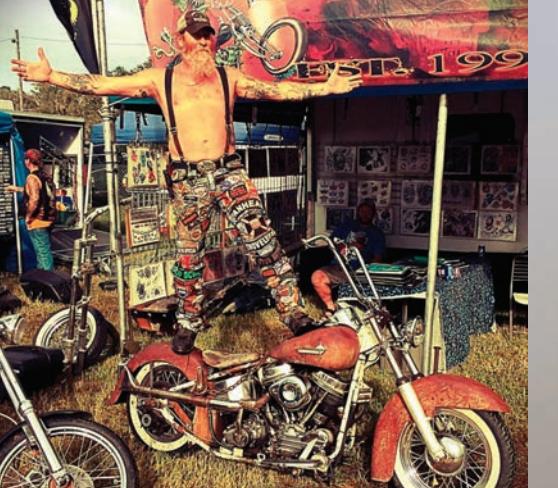
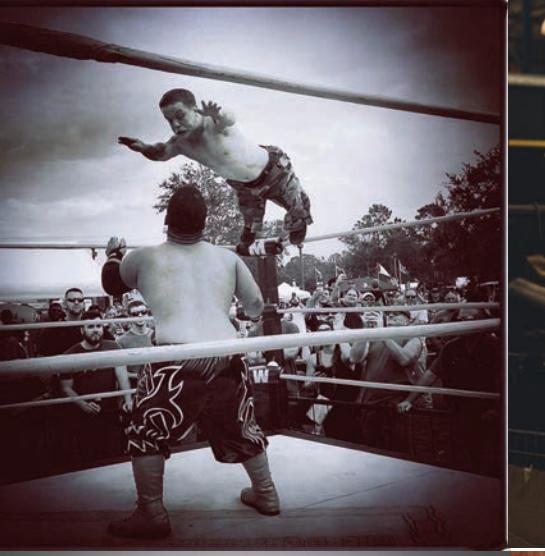
TO BE TRULY HAPPY, SURROUND YOURSELF WITH THE THINGS THAT MATTER MOST.

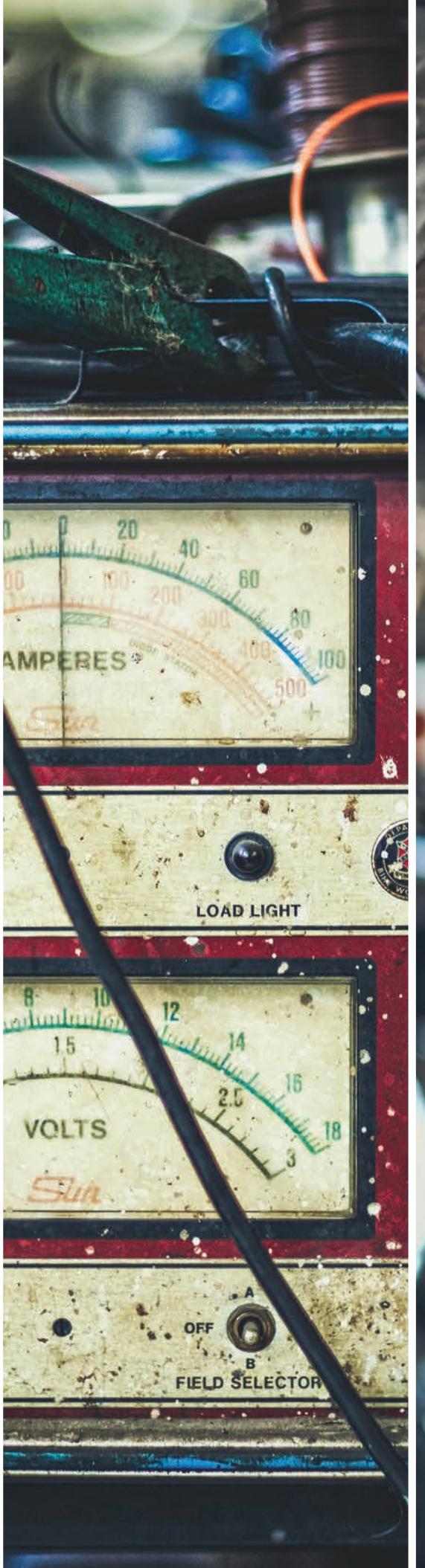
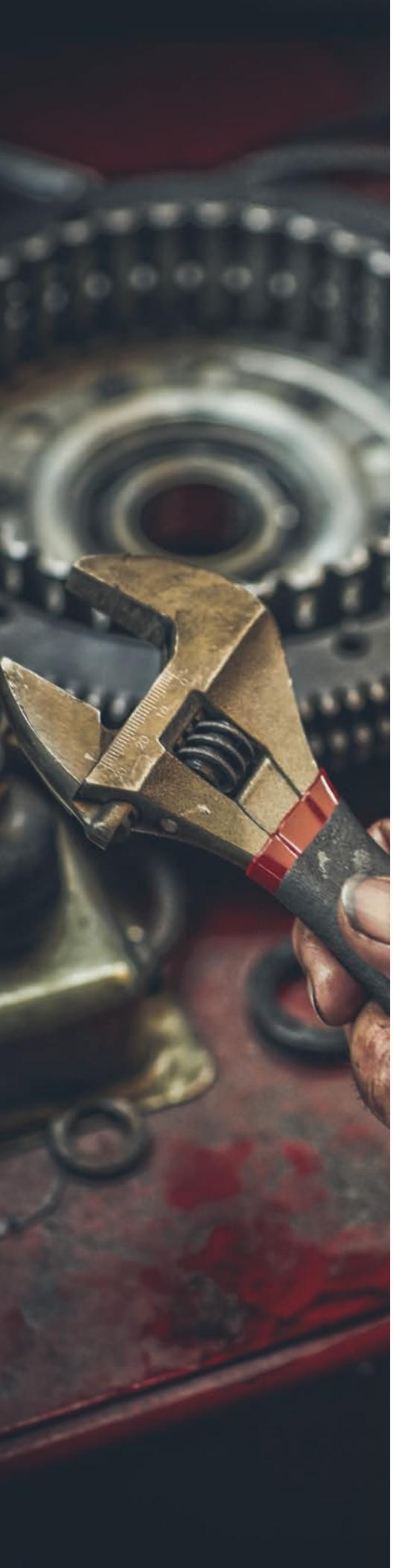






SHOW US SOME LOVE
#RIDELOUD • WWW.COBRAUSA.COM





APPAREL

Sort by: A-Z

MADE IN THE USA T-SHIRT

\$25.00

ELBOW GREASE - CHROME POLISH

By Cobra USA

\$10.00

Size: 12 Ounces

- Transforms rusty, tarnished chrome to its original gleaming luster
- Works great on chrome

Show more

1

ADD TO CART

Share this

COBRA USA

RIDE LOUD

100% COTTON TEE

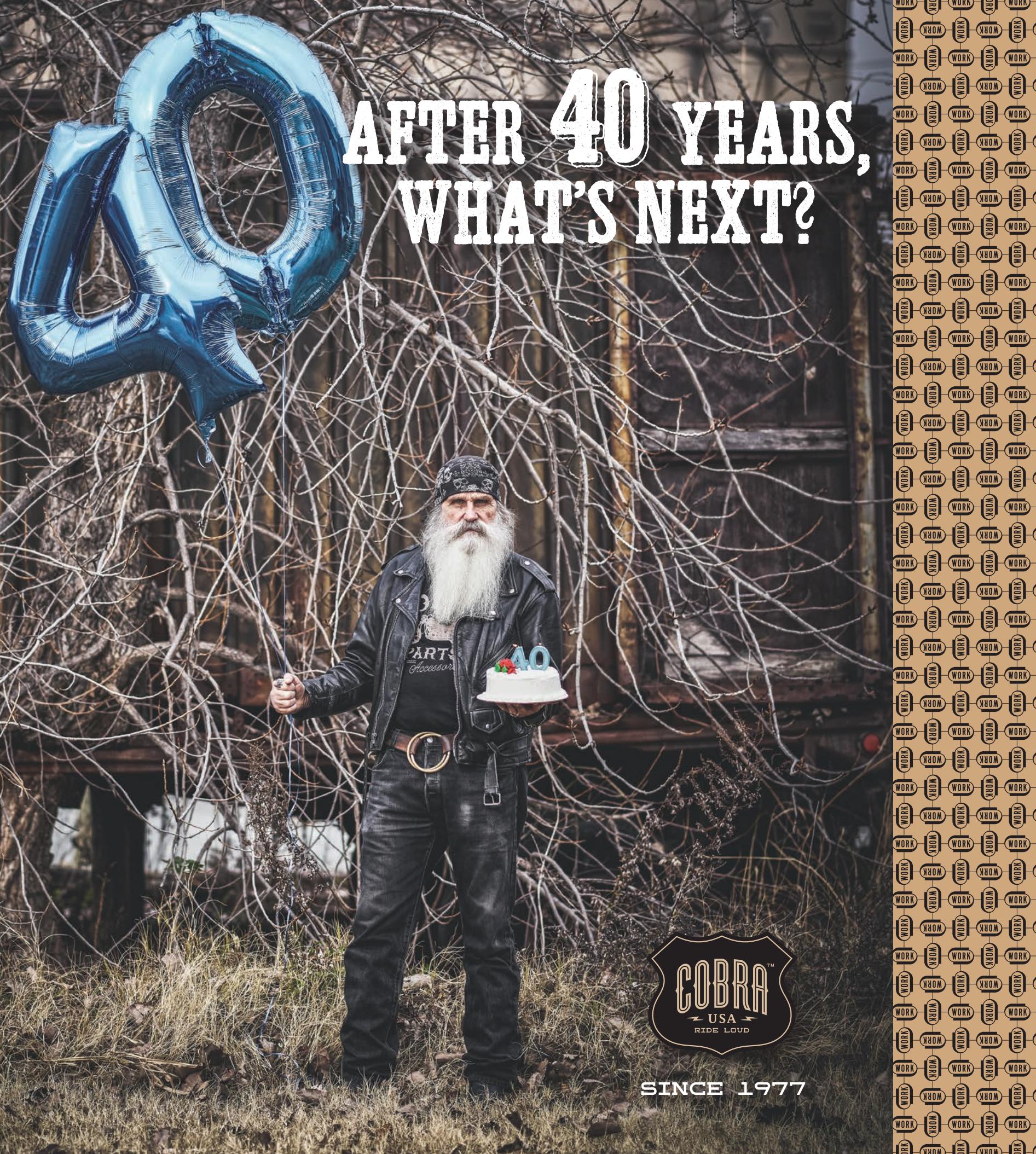
QUALITY GOODS

ROAD TESTED

XXL

www.cobrausa.com

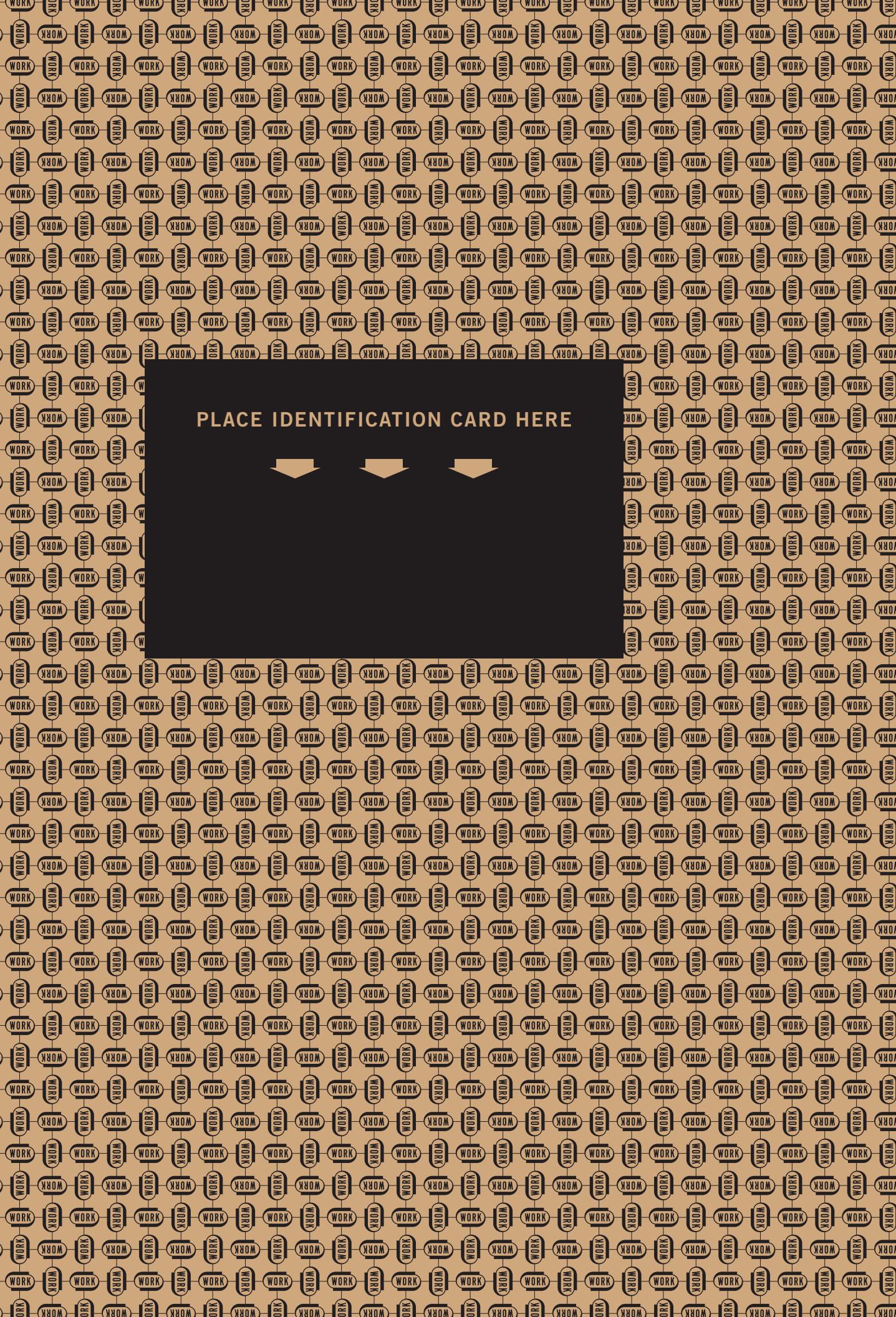
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AFTER 40 YEARS,
WHAT'S NEXT?



SINCE 1977



PLACE IDENTIFICATION CARD HERE



WORK LABS  APPROVED