



Welcome to the Husqvarna Motorcycles Marketing Toolbox Guide. This webpage was designed specifically for dealers so that any and every marketing asset available to you from Husqvarna Motorcycles North America can be found in one place.

This “Cheat Sheet” will serve as your quick-reference guide to the web interface. Keep it handy to get the most use out of the many tools available to you, and find which drawer you will find them in on your Marketing Toolbox page.

Be advised you will be crossing websites as you navigate through the “drawers” of the Marketing Toolbox, as many of these resources serve from different platforms.

STAY ON THE TRAIL WITH HUSQVARNA

News, racing, products, promotions... keep up with all things Husqvarna. Like us, follow us, shop us, watch us, chat with us or come visit us!

 **ON THE WEB**
www.husqvarna-motorcycles.com

 **FACEBOOK**
www.facebook.com/husqvarnamotorcyclesNA

 **TWITTER**
www.twitter.com@husqvarnaNA

 **YOU TUBE**
www.youtube.com/HusqvarnaNA

 **INSTAGRAM**
www.instagram.com/husqvarna_USA

QUICK CONTACT INFORMATION

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Marketing Agency Contact

Resmarket, Inc.
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contact@resmarket.com

husqvarna-motorcycles.com

Direct link to Husqvarna consumer website.

Contacts

Current listing of Husqvarna employees and marketing agency contact info. (Resmarket, Inc.)

Print Materials

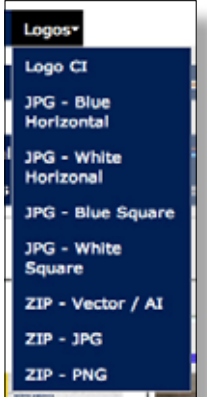
Husqvarna Brochures and Journal PDFs

Manuals

Link to Part Catalogs and Owners Manuals

Logos

Current Husqvarna Motorcycles Logo; Square and Vertical Format. Includes the Dealer Corporate Identity (C I) PDF.



Model Year 15

Model Year 14

Model Year 13

Press

Photos

Monthly Recap

Bike images – model by model for that years line-up. Detail and full-bike studio, action and environmental.

Press releases issued by HMNA.

Supplementary to individual bike images, additional Husqvarna photos; Dealer Meeting, Race Team.

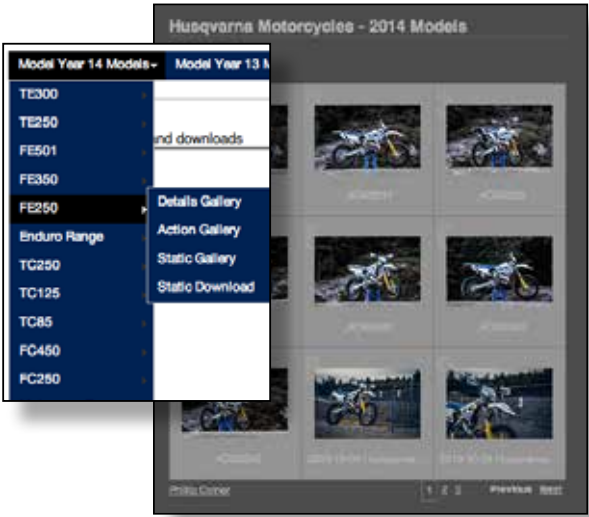
The monthly update from HMNA Marketing summarizing national media activity has proven to be a very useful asset for dealers, one that should be utilized on the sales floor.

Press clippings from North American media – PDFs of Husqvarna-related articles as scanned from major print publications.

Link to <http://images.husqvarna-motorcycles.com/>

Links to these stories can also be easily shared via your web and social media efforts.

Find all “Monthly Recap” reports from 2012-2014 listed here.



Dealer Ads

Dealer “Slicks” of the current ad campaign.

2014 Corporate Design Manual

2014 Trade Fair Guidelines

2014 Factory Team Overview

2014 Showroom Guidelines

2014 Redesign Existing Shop Guidelines

2014 Tonality Guidelines

Click below for links and downloads (Reference point for recent or updated materials)