

OUTLAWTM
TOOLED LEATHER *by* **katzkin**

katzkin[®]
AUTOMOTIVE LEATHER
*Tailor-Made. Custom-Fit. Trusted Choice.*TM

The History of Tooled Leather

- In the 1800's Old West, the saddle was a symbol of stature and personal expression. The more ornate the patterns and designs, the more valuable.
- Most cowboys considered their saddle their most important possession. Many did not own their own horse, but with a saddle they could get a job anywhere.
- By taking excellent care of a well made saddle, it could last up to 20 years or more.
- An average custom rig from a quality western saddle maker could cost between \$30 to \$50 which, when you only earned a dollar a day, was a huge investment.
- Saddle making and leather tooling was an art, afforded by few but revered by many.
 - Modern raised-flower designs can be traced back to Aztec patterns.
 - Elaborately tooled saddles identified individual possessions and personal beliefs.



Tooled Leather Samples



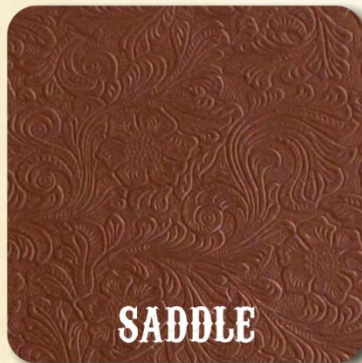
OUTLAW by Katzkin – Available in 4 Colors

katzkin[®]
AUTOMOTIVE LEATHER

- Incorporates traditional design elements of leather tooling from the 1800s.
 - Scrolls, leaves, floral patterns
- Inspired by the pride of craftsmanship from the Old West
- Satisfies a consumer need for self-expression (perfect for trucks!)
- Available in 4 colors as an accent material in any of Katzkin's more than 3,000 patterns.

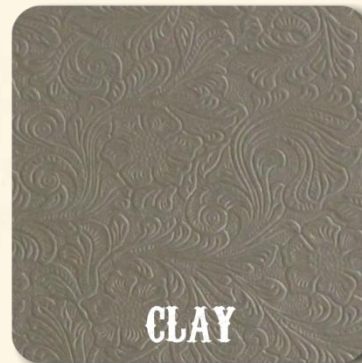


BLACK



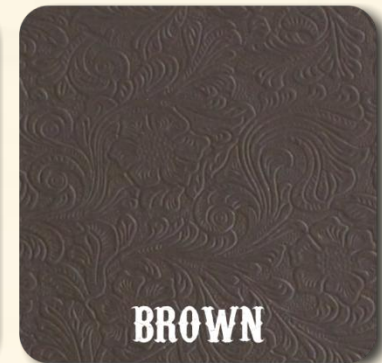
SADDLE

Matches Cognac and
Tuscany Bourbon



CLAY

Matches Bristol



BROWN

Matches Coffee

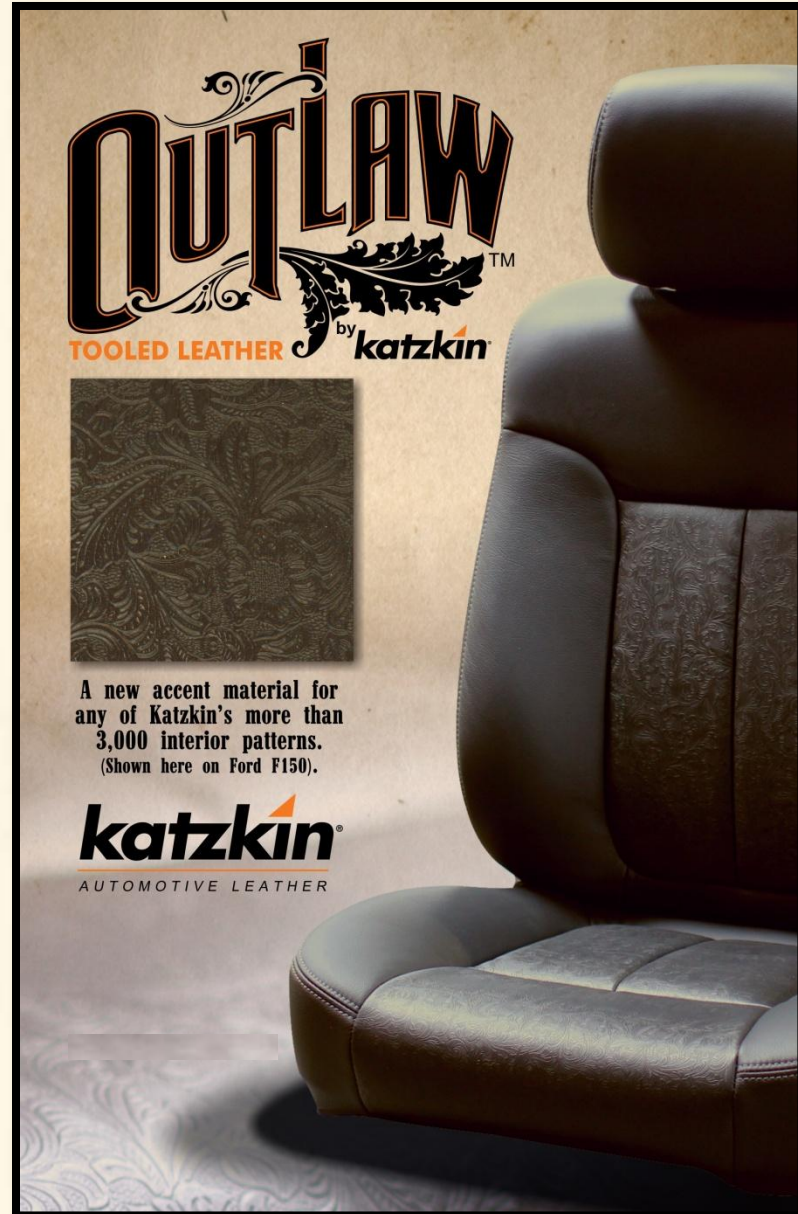
Please Note: All pictures in this presentation were taken in different lighting. Use the swatch card for actual leather color.

Swatch Card

Includes an actual tooled leather sample of **Outlaw Black** to touch and feel.

Available for ordering through the Marketing Materials Ordering System in Online Order Entry
(Limit 5 per order)

All four Outlaw colors will be included in the new 2015 Katzkin swatch card.



Logo Embroidery and Debossing

LOGO FN3



DEBOSS D73



Outlaw Black

VIS Code: K303-100

Black wrap, Outlaw Black wings, Silver all stitch



2015 Silverado / Tahoe /
Suburban
2015 Sierra / Yukon

Outlaw Clay

Designed specifically for Chevy/GMC Trucks and SUVs

VIS Code: K481-229

Bristol wrap, Outlaw Clay wings,
perf insert, Bristol all stitch



2015 Silverado / Tahoe / Suburban
2015 Sierra / Yukon

Outlaw Saddle

VIS Code: K481-327

Tuscany Bourbon wrap, Outlaw Saddle insert, Black all stitch

K481-232

Cognac wrap, Outlaw Saddle insert, Black all stitch



2015 Ford F-150



Outlaw Saddle

VIS Code: K481-100

Black wrap, Outlaw Saddle insert
and wings, Cognac all stitch



2015 Silverado / Tahoe / Suburban
2015 Sierra / Yukon

Outlaw Saddle

VIS Code: K479-100

Black wrap, Outlaw Saddle insert
and wings, Black all stitch



2015 Jeep Cherokee

Outlaw Brown

VIS Code: K480-100

Black wrap, Outlaw Brown insert,
Coffee all stitch



2015 Ford F-150



Outlaw Brown

VIS Code: K480-229

Bristol wrap, Outlaw Brown insert
and wings, Coffee all stitch



2015 Silverado / Tahoe / Suburban
2015 Sierra / Yukon

Outlaw Brown

VIS Code: K482-224

Coffee wrap, Outlaw Brown wings,
Silver all stitch with RAM head logo



2015 RAM 1500/2500/3500

Outlaw Brown

VIS Code: K482-100

Black wrap, Outlaw Brown wings,
Silver all stitch with RAM head logo



2015 RAM 1500/2500/3500

VIS Design Codes – New Colors

VEHICLE	VIS CODE	Patterns	DESCRIPTION
14-15 Chevy Silverado / Tahoe / Suburban GMC Sierra / Yukon	K481-229	All Patterns	Bristol wrap, Outlaw Clay wings, perf insert, Bristol all stitch
2015 Ford F-150	K481-327 K481-232	N2FO09 N2FO10	Tuscany Bourbon wrap, Outlaw Saddle insert, Black all stitch Cognac wrap, Outlaw Saddle insert, Black all stitch
14-15 Chevy Silverado / Tahoe / Suburban GMC Sierra / Yukon	K481-100	All Patterns	Black wrap, Outlaw Saddle insert and wings, Cognac all stitch
11-15 Jeep Cherokee	K479-100	J2JE08	Black wrap, Outlaw Saddle insert and wings, Black all stitch
2015 Ford F-150	K480-100	N2FO09 N2FO10	Black wrap, Outlaw Brown insert, Coffee all stitch
14-15 Chevy Silverado / Tahoe / Suburban GMC Sierra / Yukon	K480-229	All Patterns	Bristol wrap, Outlaw Brown insert and wings, Coffee all stitch
12-15 RAM 1500/2500/3500	K482-224	All Crew / Quad / Mega Cab Patterns	Coffee wrap, Outlaw Brown wings and headrest, Silver all stitch with RAM head logo in Silver
12-15 RAM 1500/2500/3500	K482-100	All Crew / Quad / Mega Cab Patterns	Black wrap, Outlaw Brown wings and headrest, Silver all stitch with RAM head logo in Silver

VIS Design Codes – Outlaw Black

VEHICLE	VIS CODE	Patterns	DESCRIPTION
2014 Toyota Tundra	K334-100	M2TO04 M2TO06 M2TO08 M2TO09	Black wrap, Outlaw Black insert and wings, Ash piping
2015 Chevy Silverado 2015 GMC Sierra	K303-100	M2CH02P M2GM02P	Black wrap, Outlaw Black wings, Silver contrast stitching
2014 Ford F-150	K304-100	L2FO08 L2FO09 L2FO10 L2FO11	Black wrap, Outlaw Black combo, Lapis contrast stitching
12-15 RAM 1500	K333-100	All Crew / Quad / Mega Cab Patterns	Black wrap, Outlaw Black wings and headrest, Silver contrast stitch
11-15 Jeep Cherokee	K174-100	J2JE08	Black wrap, Outlaw Black insert and wings, Silver contrast stitch
13-15 Jeep Wrangler	K335-100	L2JE70 L2JE71 L3JE72 L2JE73	Black wrap, Outlaw Black insert, Silver contrast stitch

