KRYPTONITE®

BRAND AND IDENTITY GUIDELINES

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CONFIDENTIAL/PROPRIETARY INFORMATION

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PURPOSE OF THE GUIDELINES

The guidelines document is a quick and easy reference for all those who interact with the Kryptonite brand across the globe. From brand positioning, to utilizing the most current logos, to making sure our combined efforts all lead toward a consistent and coherent voice, these guidelines provide the roadmap for navigating the Kryptonite world. This document will ensure that you have the information you need for your next Kryptonite marketing campaign.

WHEN TO USE THESE GUIDELINES

These guidelines represent the foundation of the Kryptonite brand. By giving Kryptonite a cohesive presence on the shelf, in print and web applications, and in your communication with others, both the brand and the consumer win.

BRAND BUILDING BLOCKS

BRAND HISTORY

EARLY 1970s

Michael Zane was a free-spirited, bearded kid with a VW van and a big idea for a new kind of lock. He traveled thousands of miles showing the unique U-shaped locking device and spreading his passion for bicycle security to bike dealers all around the country.

With production assistance from his father, Ernest, and a $1,500 cash investment, Kryptonite Corporation was born in 1972. Not only was a company started, but an entire new industry category, bicycle security, was created.

1977

Kryptonite introduced the Anti-Theft Guarantee on it's newly developed K-4 U-lock. If a thief steals a bike by defeating our product, we will pay for the bike. This iconic program has set the standard for the Action Sport security category and is copied by many companies.

1980s

The K-4 U-lock revolutionized the industry and was the inspiration for most every bicycle u-lock on the market today. It was celebrated globally:

 Was placed in the New York Museum of Modern Art permanent design collection in 1983.

The only bicycle accessory company in history to win Japan's coveted Good Design Prize in 1988 Captured Germany's Museum of Utilitarian Art Award in 1988.

1994

Kryptonite returned to the streets of the Big Apple to test its latest innovation - The New York Lock. The lock confounded bike thieves in a historic street test which was publicized in the New York Post.

The New York Lock has become the flagship lock for the company and was the original item in what has become its premier line.

2004

Kryptonite announced that its core lines (Evolution and KryptoLok) were undergoing a major change. The tubular cylinder used in these lines would be replaced in 2005 with a disc-style cylinder, similar to the one in the New York Lock.

Two weeks later, the company faced its biggest challenge yet when information on how to defeat some tubular cylinders was spread throughout the internet and reported extensively by traditional media.

The company continued to lead the industry by responding to the situation with a free Lock Exchange Program that stayed active for over a year. Kryptonite is the only company in the world that offered such a comprehensive plan to customers. The company redesigned or re-engineered the equivalent of nine years worth of new products in under a year while replacing, free of charge, over 400,000 locks to distributors, dealers and consumers worldwide.

2011

Kryptonite introduces a new line of innovative integrated chains to be added to the Evolution series 4 and the KryptoLok series 2 security lines. With this new line of integrated chains, the company combines forty years of bicycle security experience with a unique design to offer cyclists the ideal solution for portability and convenience in chain security.

2013

Kryptonite proudly joins Allegion.

2014

Kryptonite puts together a team of some of the great NYC messenger minds to help us with the development of the Messenger Collection. From initial brainstorming to concept selection through product testing and even packaging design, the Messengers had majority rule—every step of the way.

2016

In pursuit of industry leadership in both safety and security of the cyclist, Kryptonite releases a full range of high powered, high quality bicycle light solutions, helping the rider to both see, and be seen.

BRAND POSITIONING

OUR GOAL

Our passion is to ensure you can go where you want, when you want by offering smart, serious security solutions and safe lighting solutions. We will be the portable security standard against which all others will be compared by providing unparalleled product quality and service with integrity.

OUR BRAND PROMISE

The lock brand for people who want the certainty and freedom that comes from having Kryptonite protection. The light brand for those who want to ride safer.

In short, Kryptonite allows you to:

PROTECT WHAT YOU VALUE.

WHY KRYPTONITE?

We created the bicycle security category and have continued to develop unique security products for the bicycle, powersport and portable security markets for the last 40 years.

Here's what sets us apart:

•**Unparalleled Quality**. We don't cut corners when it comes to product quality. Our products are made of premium quality materials designed and engineered in the U.S. and covered by a lifetime warranty.

•**Legendary Service**. We stand behind our products 100%. Our Key Replacement and Anti-Theft Protection Offer have been setting the standards for 40 years.

•**Experience**. When you sell Kryptonite, you can rely on decades of security leadership and integrity, the quality of our products, and the service we provide. We are your Trusted Advisor.

•**Never Finished. Always Evolving.** We listen, we learn, and we always push ourselves to create and experiment. We embrace change and consistently look for ways to improve.

ANTI-THEFT PROTECTION OFFER

LIFETIME WARRANTY

KEY SAFE PROGRAM

COMBO SAFE PROGRAM

ANTI-THEFT PROTECTION OFFER

LIFETIME WARRANTY

KEY SAFE PROGRAM

COMBO SAFE PROGRAM

SOLD SECURE
2016
BICYCLE GOLD

ART ® 4 1 2 7

Thatcham ®
Quality Assured
Category 3

WHERE WE ARE GOING

- **Continue to innovate** and be a provider of premium quality security products that allow you to protect what you value.

- **Safe Travels** In an effort to assure the cyclist and bicycle are safe and secure, we will continue to expand and refine our full suite offering of high quality lighting.

- **Be an industry leader** in bicycle and power sport security management. Continue to expand and explore security options in both the digital world, and in physical security as we move to include a wider array of security options such as component security.

- **Continue to provide educational tools** that assist in their outreach efforts around bicycle security and safety to dealers, end users, law enforcement, etc.

- **Simplify security** for customers so their security decision is an informed and stress-free decision.

BRAND STANDARDS

KRYPTONITE TAGLINE

Kryptonite uses the tagline "Protect what you value." It is a call to action to protect your vehicle, because you value it. It's not always the monetary value behind your vehicle that is most important, it's something that's a part of your identity. You use bicycle lights becasue you value your safety, and so do we.

Tagline should always be in United **Sans Semi-Condensed Heavy** font, capitalizing all letters, and always with the period.

PROTECT WHAT YOU VALUE.

VISUAL STANDARDS

OUR IDENTITY

Through years of refinement, the current Kryptonite visual identity is simple, and more techni-cal than previous designs. This wordmark aligns closely with the safety and security categories in which we operate and innovate.

KRYPTONITE®

IDENTITY SPACING

A minimum of 1/4" (6.4mm) of clear space must be maintained around the identity to ensure its visual integrity.

Do not allow other elements such as type or obtrusive graphics to interfere with the visual impact of the identity by violating this clear space.

1/4"
6.4mm

1/4"
6.4mm

KRYPTONITE®

1/4"
6.4mm

1/4"
6.4mm

= clear space

ELECTRONIC SIZE RESTRICTIONS

We recommend that the resolution of the Kryptonite identity be 300 ppi. To ensure maximum legibility when viewing the Kryptonite identity on the web, the height of the identity can not fall below 100x14 pixels @ 72 ppi.

14 pixels

KRYPTONITE®

100 pixels

COLOR PALETTE

The Kryptonite wordmark is 100% black.

At no time should the color green appear anywhere on, around or behind the Kryptonite identity.

KRYPTONITE®

PMS
PANTONE Process Black C

CMYK
PANTONE DS Process Black C
0/0/0/100

RGB
#00000
0/0/0

COLOR VARIATIONS

The black wordmark on yellow background is the preferred color combination.
On a black or dark background, yellow or white may be used for the wordmark.

At no time should the color green appear anywhere on, around or behind the Kryptonite identity.

KRYPTONITE®

KRYPTONITE®

KRYPTONITE®

PMS
PANTONE Process Black C

CMYK
PANTONE DS Process Black C
0/0/0/100

RGB
#00000
0/0/0

PMS
PANTONE Yellow 012 C

CMYK
PANTONE DS 1-1 C
0/5/100/0

RGB
#FFE600
255/230/0

WHITE
#FFFFFF
255/255/255

TYPOGRAPHY

Headlines
UNITED SANS SEMI-CONDENSED HEAVY *

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body
STRATUM *

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

* Font packages may not be included in standard graphic and publishing suites.

UNACCEPTABLE IDENTITY USE

The Kryptonite identity represents our brand, so care should always be taken when using the identity. It should never be altered in any way. Use only the approved electronic artwork. Below are examples of unacceptable usage of the Kryptonite identity. Use the guidelines in this document to successfully express our brand.

At no time should the color green appear anywhere on, around or behind the Kryptonite identity.

DO NOT use outdated identities.

DO NOT typeset or distort the wordmark.

DO NOT use green around
or behind the identity.

DO NOT use unapproved colors for
the wordmark.

DO NOT skew the identity in any way.

DO NOT add glows to the identity.

OUTDATED IDENTITIES

The Kryptonite identities that appear below are outdated. Please begin using the new identity immediately and discard any of the files that you may have that represent the identities below.

At no time should the color green appear anywhere on, around or behind the Kryptonite identity.

PRODUCT LOGOS

Below are the logos for several of our product families as well as a few individual products. If you are communicating information regarding these specific product families or products please use only the approved electronic artwork. The Kryptonite identity represents our brand, so care should always be taken when using the identity. It should never be altered in any way.

At no time should the color green appear anywhere on, around or behind the Kryptonite identity.

NEW YORK LOCK
KRYPTONITE®

FAHGETTABOUDIT®

KRYPTONITE®
EVOLUTION

KRYPTONITE®
KEEPER

KRYPTONITE®
KRYPTOLOK

TRANSLATIONS

We understand how important it is to have material in native languages globally. While we do our best to translate collateral as it is created, we're not able to translate everything, into every language.

We are grateful for help creating this content. Please do not hesitate to contact us and we can work to provide source files.

Whilst your efforts in these activities are greatly appreciated it is important that we maintain systematic consistency in our messaging and visual perception across the brand.

•**When translating content please do not re-write copy, and keep the translations as close to the exact message as possible. Changing the subject matter not only dilutes the message, it may also have legal implications.**

•**Please do not change the layout, order, or formatting of documents as they have been designed with particular connotations in mind.**

•**Please do not change artwork and imagery in documents as they will have been chosen specifically to correspond with other page detail, branding, and flow.**

•**Please do not change fonts or typography.**

We value your support and enthusiasm on this topic and are here to help. If you have any questions or would like translated work approved please contact a member of the marketing team who will be more than happy to assist.
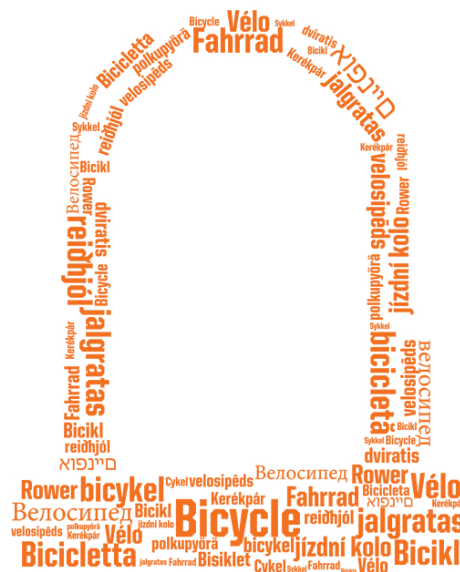
PACKAGING ELEMENTS

OUR PACKAGE

Kryptonite's package was designed to present information about our product clearly and concisely. The new package includes clean, simplified graphics that align with our new brand identity and signify strength and security. All of the elements on the package work together to provide information about the product. The following elements may be used as stand alone items in other places besides packaging: the simplified security rating, the where to transport on the bike icons, and the key safe program logo.

Key Safe Program

Security Rating

Primary Usage Statement

In Use Icons

Corporate logo always included.

PACKAGING COLOR PALETTE

•Gray and silver tones will rule majority of space

•Pops of yellow and red accent colors; logo, product, key copy

•Yellow accent to be used with logo

•Blue/orange – Key/Combo Safe Program

PMS
PANTONE Process Black C

CMYK
PANTONE DS Process Black C
0/0/0/100

PMS
PANTONE Yellow 012 C

CMYK
PANTONE DS 1-1 C
0/5/100/0

PMS
PANTONE Cool Gray 8 C

CMYK
PANTONE DS 325-0 C
0/0/0/40

PMS
PANTONE 1795 C

CMYK
PANTONE DS 80-1 C
0/100/90/0

PMS
PANTONE 7461 C

CMYK
PANTONE DS 222-1 C
100/35/0/10

PMS
PANTONE 1595 C

CMYK
PANTONE DS 49-1 C
0/70/100/0

PMS
PANTONE 165 C

CMYK
0/70/100/0

SECURITY RATING

Our security rating system consists of a 1-10 point scale. The security rating helps consumers choose the right product for their specific security needs. Products are categorized by the location they will be locked and how long they will be locked (i.e. quick stop, couple of hours, all day, overnight).

Most Kryptonite products have a designated security rating (some accessory cables and specialty items do not). A "10" provides ultimate security and is recommended for high risk areas, such as a densely-populated metropolitan area, regardless of whether a customer is making a quick stop or leaving the bike overnight. A "5" provides moderate security

and is recommended for quick stop, couple of hours, all day or overnight lock-ups in a rural area as well as quick stops in a metro area or while in transit. A "1" provides secondary security and would be used for a low risk area, such as a trail in the woods.

At no time should pieces of the ratings be used separately. Use only the approved electronic artwork for each rating and avoid using outdated versions of the rating system.

KRYPTONITE'S SECURITY RATING

9-10 = ultimate security

7-8 = high security

4-6 = moderate security

1-3 = deterrent security

HOW TO CHOOSE A LOCK

1 CONSIDER WHERE YOU LOCK YOUR BIKE AND FOR HOW LONG.

2 FIND THE RECOMMENDED SECURITY RATING ON THE CHART.

3 CHOOSE A PRODUCT WITH THAT RATING.

	QUICK STOP	COUPLE OF HOURS	ALL DAY	OVERNIGHT
MAJOR METROPOLITAN AREA	9-10 ULTIMATE SECURITY	9-10 ULTIMATE SECURITY	9-10 ULTIMATE SECURITY	9-10 ULTIMATE SECURITY
METROPOLITAN AREA	4-6 MODERATE SECURITY	7-8 HIGH SECURITY	7-8 HIGH SECURITY	9-10 ULTIMATE SECURITY
COLLEGE CAMPUS	7-8 HIGH SECURITY	9-10 ULTIMATE SECURITY	9-10 ULTIMATE SECURITY	9-10 ULTIMATE SECURITY
SUBURBS	4-6 MODERATE SECURITY	4-6 MODERATE SECURITY	7-8 HIGH SECURITY	7-8 HIGH SECURITY
RURAL AREA	1-3 DETERRENT SECURITY	4-6 MODERATE SECURITY	4-6 MODERATE SECURITY	4-6 MODERATE SECURITY
CAR RACK ON THE ROAD	4-6 MODERATE SECURITY	4-6 MODERATE SECURITY	7-8 HIGH SECURITY	9-10 ULTIMATE SECURITY

■=ULTIMATE SECURITY   ■=HIGH SECURITY   ■=MODERATE SECURITY   ■=DETERRENT SECURITY

KRYPTONITE®

Current Security Rating

10/10
Security Rating

Outdated Security Rating

Deterrent Security   1234567   8   9   10   11   12   Ultimate Security

IN USE ICONS

The new more stylized and technical in-use icons were developed to give the consumer a quick read about important functional benefit information.

CABLES
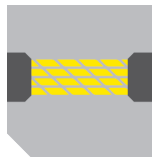
Braided steel cable for increased cut resistance.
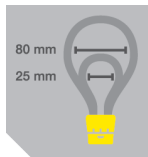
Fits various tube shapes and sizes between 25mm and 80mm

80 mm
25 mm

Hook-n-Loop strap allows for easier transportation.
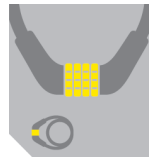
4-digit resettable combination.

360 degree lock head

Automatic cylinder cover protects against dust and grime.
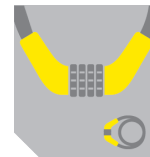
Reinforced lock head for additional strength.

Reinforced lock head with Talon™ retention feature for increased resistance to attack.

Preset 4-digit combination.

Padlock features double deadbolt design.

Cinch loop for longer length lock-ups.

Transport bracket included.

GRAVITY LOCKS

WheelBoltz is locked when upright and unlocked when upside down.

Front wheel keyless gravity based locking skewer

U-LOCK

Bike Carrying Options / Includes FlexFrame-U Bracket / Mounts Almost Anywhere.

Use accessory cable as secondary deterrent.
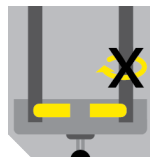
Patent pending hardened double deadbolt anti-rotation design.
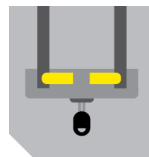
Hardened double deadbolt design.
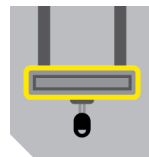
Hardened steel sleeve over crossbar for double security.
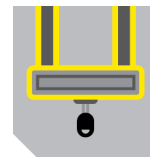
Hardened steel crossbar and shackle for ultimate security.

Bent foot design for ease of use.
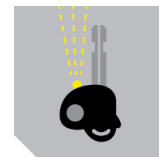
Includes LED lighted key.

CHAINS
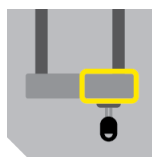
Reinforced cuff over crossbar for additional protection.
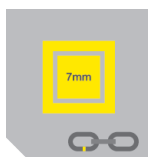
7mm 4-sided 3t manganese steel chain links.
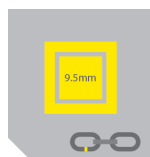
9.5mm 4-sided 3t manganese steel chain links.
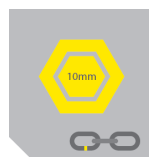
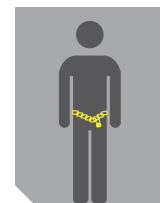10mm 6-sided 3t manganese steel chain links.
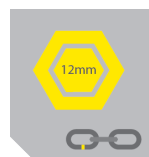
12mm six-sided 3t manganese steel chain links.
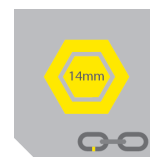
14mm six-sided 3t manganese steel chain links.
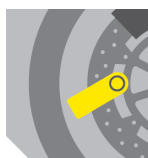
End link locking point for extensive holding power.

Versatile, durable security that's comfy around the waist.

DISC LOCKS

How to Use.

How to Use.

Includes carrying pouch & reminder cable.

How to Use.

5.5mm pin fits smaller vent hole.

Hardened drop forge steel body with 10mm pin.

IN USE ICONS

The new more stylized and technical in-use icons were developed to give the consumer a quick read about important functional benefit information.

STRONGHOLD

Bolts install directly into cement.
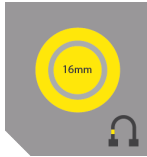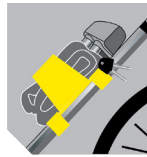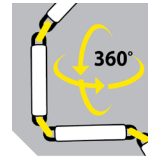
16mm hardened steel shackle.

Includes masonry bits.

Shackle lays flat when not in use.

FOLDABLE

Compact for easy transportation.

Flexible 360 degrees link rotation for stress-free lock-ups.
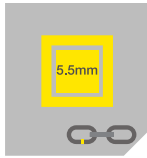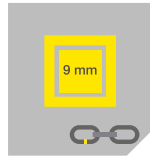
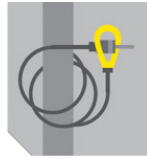## 1012 & 1015 CHAINS

Integrated locking head.

PLUG IN CHAIN, CABLE AND RING LOCK

Lasso loop doubles usable length of cable.

5.5mm– 4 sided hardened Steel Links.

9mm– 4 sided hardened Steel Links.

Lasso loop doubles usable length of cable.

Compatible Plug In locks into the RingLock for extra security.

Compatible with both Kryptonite & AXA plug-in chains and cables.

For additional security, a compatible Plug In can be used in conjunction with the Ring Lock.
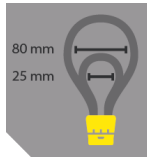
MISC

Two keys included.

Fits U-Locks & Cables.

Convenient handlebar mounting location.

Fits various tube shapes and sizes between 25mm and 80mm.

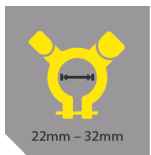Tug-block™ & flexible nylon strap for easy mounting.

2-point holding stabilizes lock while in transit.
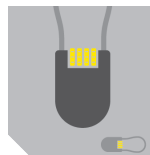
Easy grip dial.

360 degree rotation for flexible fit options.

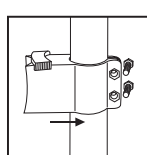Fits handlebar diameters between 22mm and 32mm.
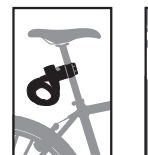
Fits easily in these locations.

4-digit resettable combination.

Cable extends up to 3 feet (90cm) in length.

TO ATTACH CARRYING BRACKET: Install on any part of the frame where it won't interfere with your cycling style or safe operation of the bicycle.

Recommended Locations.

PRIMARY USAGE STATEMENT

The goal of including a primary usage statement is to summarize the key value proposition for each product. Also allows for quick differentiation for a customer.

Ultimate security for all day or overnight lock-ups

Sécurité ultime pour le cadenassage de jour et de nuit

Máxima seguridad para bloqueos para todo el día o durante la noche

Ultimative Sicherheit zum ganztägigen Abschließen oder über Nacht

Offers convenient theft prevention, for use as a secondary deterrent

Comprend un antivol pratique à utiliser comme élément dissuasif secondaire

Ofrece prevención de robos conveniente, para usar como disuasivo secundario

Bietet praktischen Diebstahlschutz, nutzbar als zusätzliche Diebstahlsicherung

SERVICE LOGOS

Our packaging may include one or more of the following services icons indicating it is covered by, or maybe covered by one of these services. Please see below to confirm you are using the most current version.

TRADEMARKS

The following trademarks should be observed:

®

TM

Kryptonite®

New York Fahgettaboudit®

New York Fahgettaboudit Chain®

New York Lock®

KryptoLok® series 2

KryptoLok®

New York Chain®

New York Disc Lock®

KryptoFlex®

New York Legend™

Evolution™ series 4

Evolution™
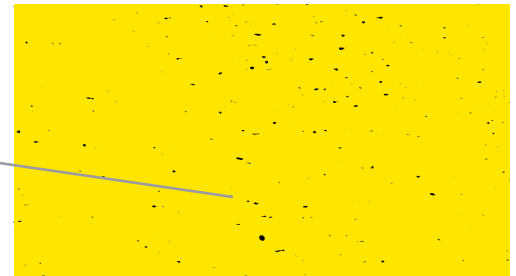
Hardwire™

New York Noose™

Key Safe™

Combo Safe™

ADS

AD LAYOUT: GRAPHIC ELEMENTS

Bright background of Kryptonite yellow is augmented with a light gritty texture.
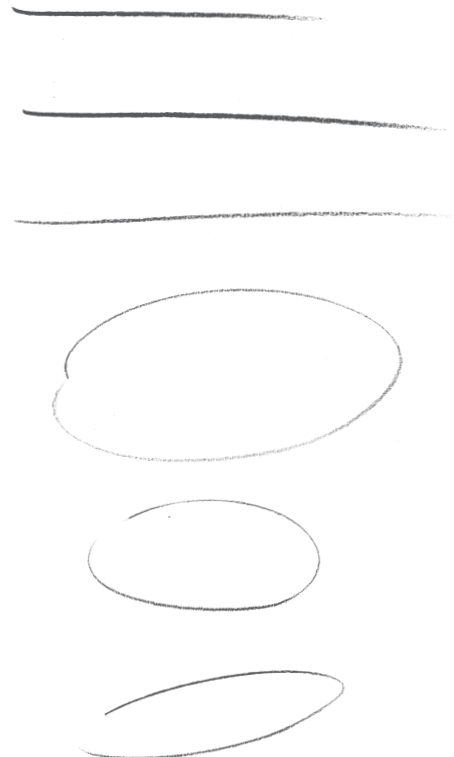
Lightly distressed typography.

Lightly distressed fields of color or black can be placed behind headlines, sidebars, footers, etc to make them pop or visually separate them from the rest of the composition.

Hand drawn pencil elements are used to highlight information and add emphasis.

MESSENGER MIN

AVAILABL
NOW.

KRYPTONITE®
MESSENGER ‰ COLLECTION

PROTECT WHAT YOU VAL
KRYPTONITELOCK.COM
ALLEGION

MESSENGER MINI +

AVAILABLE
NOW.

GERS...FOR YOU

WEB STANDARDS

FONTS:

HEADERS:

QUANTICO BOLD or QUANTICO REGULAR (replaces **UNITED SANS**)

Always use Quantico font in uppercase

BODY COPY:

Armata (replaces stratum)

Always use Armata font in sentence case / lowercase

FORMS/FILTERS and information that feeds in from external info:

Roboto Bold or Roboto Regular
Roboto Bold Condensed or Roboto Regular Condensed

FontAwesome is used for all icons:
http://fontawesome.io

COLORS:

MAIN COLORS

#ffe600   #000000

ACCENT COLORS

#007cba   #dd5f13   #d9272e   #999999   #cccccc   #f3f4f0

BACKGROUND OPTIONS

dots on yellow #ffe600   dots on gray #f3f4f0

AD LAYOUT: USE OF A GRID

The ad layout is structured around an underlaying grid system. These are just guidelines, the exact dimensions of the grid, gutter, margins, etc are flexible based on size of the final ad.

Equal margins on all sides. Here they are .5", but they can be adjusted based on the size of the ad.

Within the border is a 6x12 grid with 12pt gutters.

The main lifestyle photos and content should be arranged within this gridded structure. Photos should have the gutter width maintained between them. They should not be touching.

Pencil elements add emphasis.
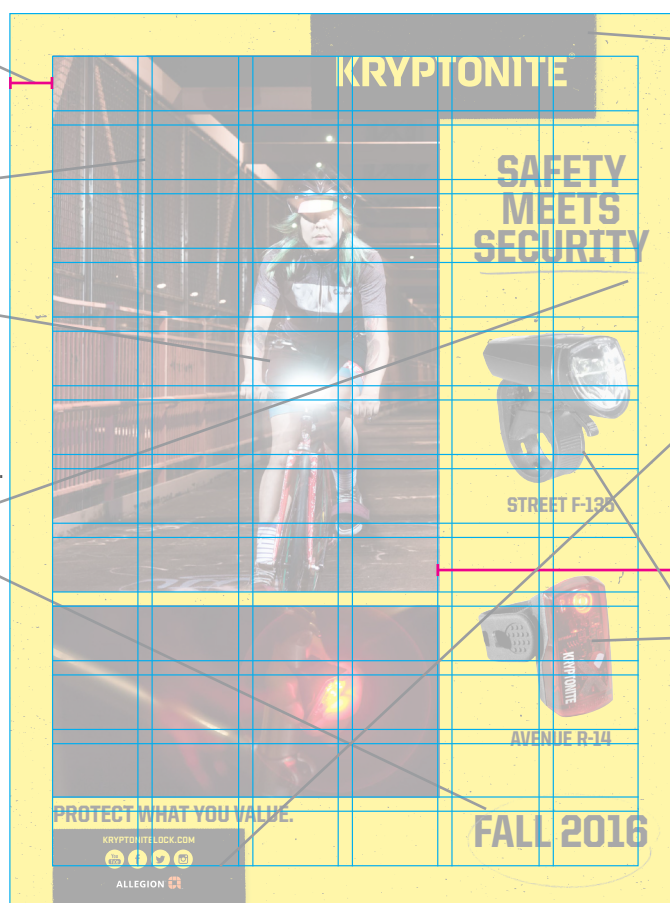
Kryptonite branding is placed on a black "tab" that comes in from the edge of the page and can overlap photos and other design elements. This is supposed to function almost like a sticker or tag and should not be perfectly aligned with the grid system.

The distressed black texture from the background of the branding tab is also used for a smaller social media tab and corporate Allegion lockup.

Clipped product photography is placed directly on the textured yellow background with a very light drop shadow to help it stand out. These elements are loosely placed based on the structural grid, but should be adjusted so that they are generally horizontally centered within the yellow space.

KRYPTONITE

SAFETY
MEETS
SECURITY

STREET F-135

AVENUE R-14

PROTECT WHAT YOU VALUE.
KRYPTONITELOCK.COM

ALLEGION

FALL 2016

SAMPLE PRINT ADS

KRYPTONITE®
MESSENGER COLLECTION

MESSENGER MINI +

AVAILABLE NOW.

DESIGNED BY MESSENGERS...FOR YOU.

KRYPTONITELOCK.COM

ALLEGION

KRYPTONITE®

WHEELNUTZ

WHEELBOLTZ

GRAVITY LINE

WHEEL SECURITY WITH THE
CONVENIENCE OF CARRYING ONLY
ONE PRIMARY LOCK.
NO SPECIAL TOOLS REQUIRED.

LOCKED
UPRIGHT

UNLOCKED
UPSIDE DOWN

CARRY LESS. PROTECT MORE.

KRYPTONITELOCK.COM

ALLEGION

KRYPTONITE®

LOOKING FOR
NEW DISTRIBUTORS
THROUGHOUT ASIA

• INVENTOR OF THE BICYCLE U-LOCK.

• US #1 SELLING LOCK BRAND
  IN SPECIALTY DEALERS.

BOOTH:
NANGANG EXHIBITION HALL
1 - L0128

KRYPTONITELOCK.COM

ALLEGION

KRYPTONITE®
MESSENGER COLLECTION

VON FAHRRADKURIEREN
ENTWICKELT...FÜR DICH.

MESSENGER MINI +

Distributed by

GROFA
House of Brands®
grofa.com

KRYPTONITELOCK.COM

ALLEGION

SAMPLE WEB ADS

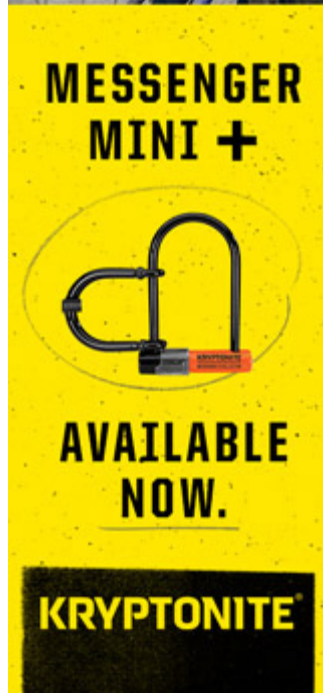Here are a few of our electronic security web ads for reference.
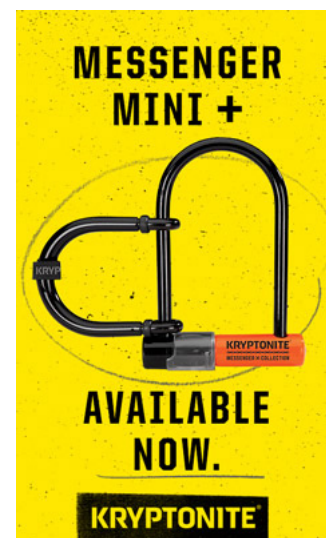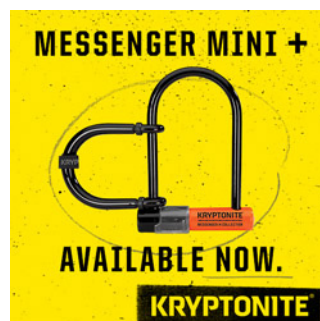
728 x 90 ppi

468 x 60 ppi

970 x 250 ppi

120 x 600 ppi

300 x 250 ppi

250 x 250 ppi

240 x 400 ppi

POINT OF PURCHASE (POP)

This next section includes POP and examples of marketing collateral that help promote the Kryptonite brand.

BIKE POP

(2' lifestyle and technical graphic available for existing slat wall displays)

[24" x 15"]

PROTECT WHAT YOU VALUE,
FROM THOSE WITH NO VALUES.

ALLEGION ⊡

[10" x 36"]

KRYPTONITE®

ALLEGION ⊡

[24" x 15"]

HOW TO
CHOOSE
A LOCK

1 CONSIDER WHERE YOU LOCK
YOUR BIKE AND FOR HOW LONG.

2 FIND THE RECOMMENDED
SECURITY RATING ON THE CHART.

3 CHOOSE A PRODUCT WITH
THAT RATING.

	QUICK STOP	COUPLE OF HOURS	ALL DAY	OVERNIGHT
MAJOR METROPOLITAN AREA	9–10 ULTIMATE SECURITY	9–10 ULTIMATE SECURITY	9–10 ULTIMATE SECURITY	9–10 ULTIMATE SECURITY
METROPOLITAN AREA	4–6 MODERATE SECURITY	7–8 HIGH SECURITY	7–8 HIGH SECURITY	9–10 ULTIMATE SECURITY
COLLEGE CAMPUS	7–8 HIGH SECURITY	9–10 ULTIMATE SECURITY	9–10 ULTIMATE SECURITY	9–10 ULTIMATE SECURITY
SUBURBS	4–6 MODERATE SECURITY	4–6 MODERATE SECURITY	7–8 HIGH SECURITY	7–8 HIGH SECURITY
RURAL AREA	1–3 DETERRENT SECURITY	4–6 MODERATE SECURITY	4–6 MODERATE SECURITY	4–6 MODERATE SECURITY
CAR RACK ON THE ROAD	4–6 MODERATE SECURITY	4–6 MODERATE SECURITY	7–8 HIGH SECURITY	9–10 ULTIMATE SECURITY

■=ULTIMATE SECURITY ■=HIGH SECURITY ■=MODERATE SECURITY ■=DETERRENT SECURITY

KRYPTONITE®

ALLEGION ⊡

POWERSPORT POP

(2' lifestyle and technical graphic available for existing slat wall displays)

[24" x 15"]

Go Where You Want When You Want...

Let Nothing Take That Away

ALLEGION

[10" x 36"]

KRYPTONITE®

ALLEGION

[24" x 15"]

How to Choose a Lock

1 Consider where you lock your powersport vehicle and for how long

2 Find the recommended security rating on the chart

3 Choose a product with that rating

KRYPTONITE®

ALLEGION

|	Quick Stop	Couple of Hours	All Day	Overnight
Major Metropolitan Area	9–10 Ultimate Security	9–10 Ultimate Security	9–10 Ultimate Security	9–10 Ultimate Security
Metropolitan Area	4–6 Moderate Security	7–8 High Security	7–8 High Security	9–10 Ultimate Security
Suburbs	4–6 Moderate Security	4–6 Moderate Security	7–8 High Security	7–8 High Security
Rural Area	1–3 Secondary Security	4–6 Moderate Security	4–6 Moderate Security	4–6 Moderate Security
On the Trails	1–3 Secondary Security	4–6 Moderate Security	7–8 High Security	7–8 High Security
In/On the Trailer On the Road	4–6 Moderate Security	7–8 High Security	7–8 High Security	9–10 Ultimate Security

POWERPOINT PRESENTATIONS

Powerpoints are presented in:

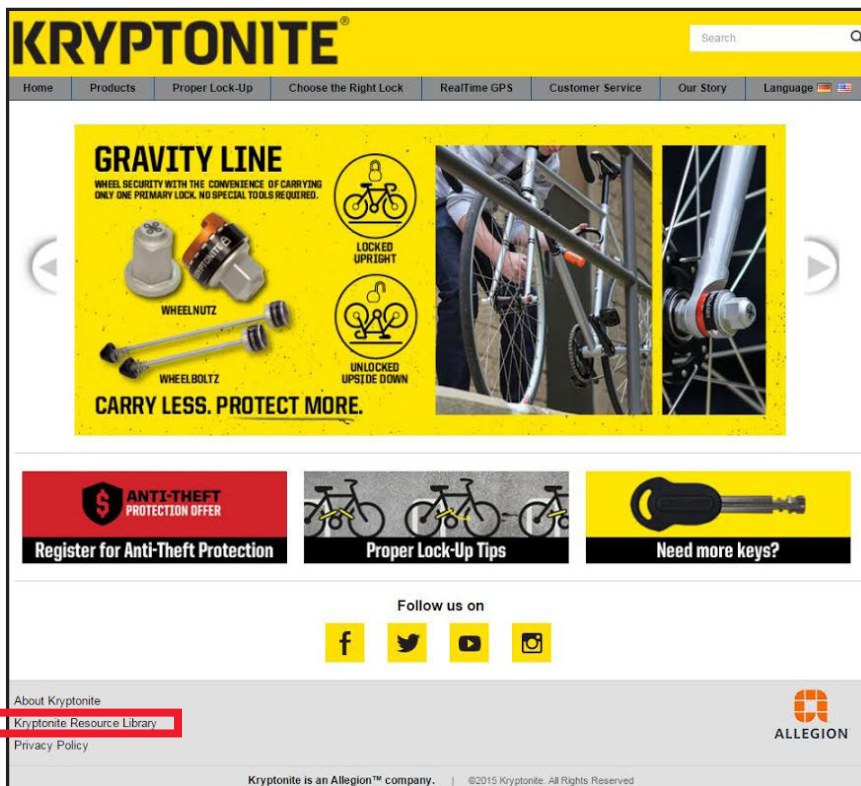**Titles & Headers**
FRANKLIN DEMI GOTHIC COND
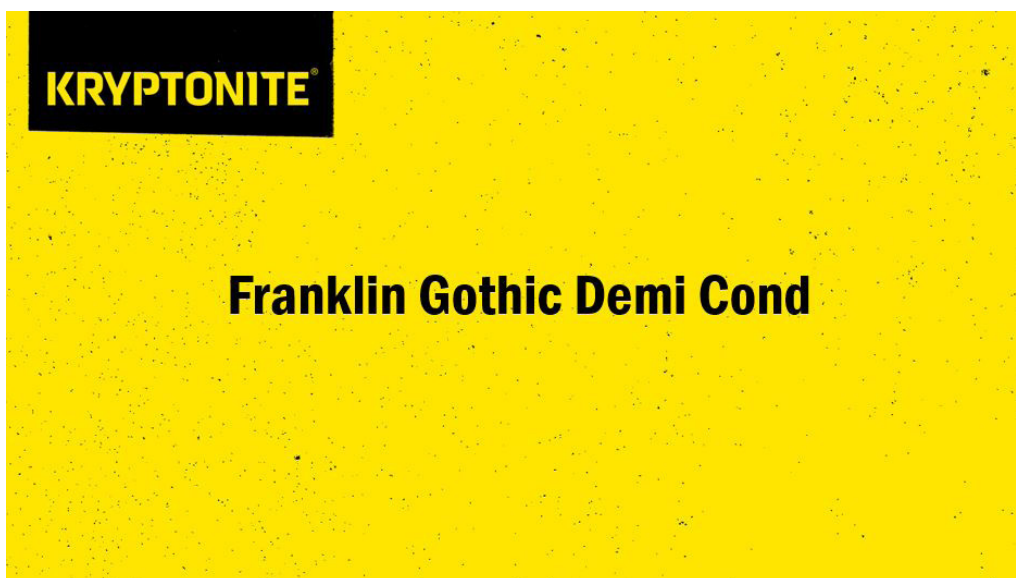
Body
CALIBRI

Resource Library.

The Kryptonite Resource Library gives you access to high resolution artwork and brochures to support your sales and marketing efforts in promoting the brand and product range.

A link to the Resource Library can be found on our website homepage.

This will open the login page where you can access the library or request access if you don't have an account.

Once logged in you will need to use the filters in the left hand navigation to locate your desired files.

DO NOT USE THE BACK BUTTON.
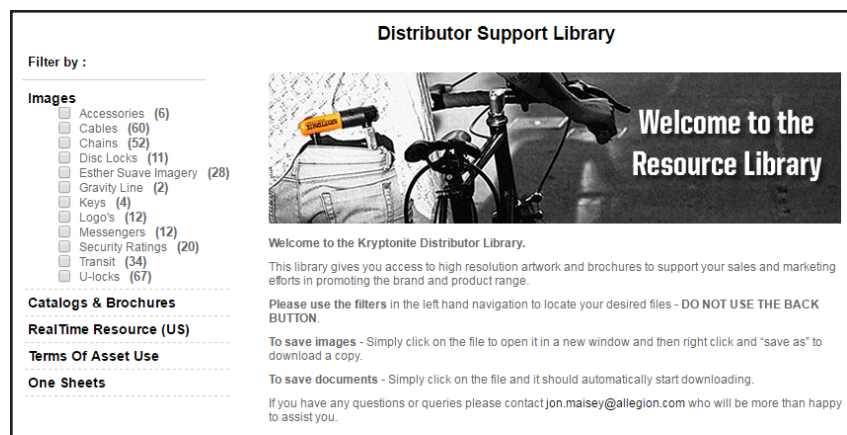
To save images, simply click on the file to open it in a new window and then right click and "save as" to download a copy.

If you have any questions or queries please contact a member of the marketing team who will be more than happy to assist you.

KRYPTONITE®

ALLEGION™