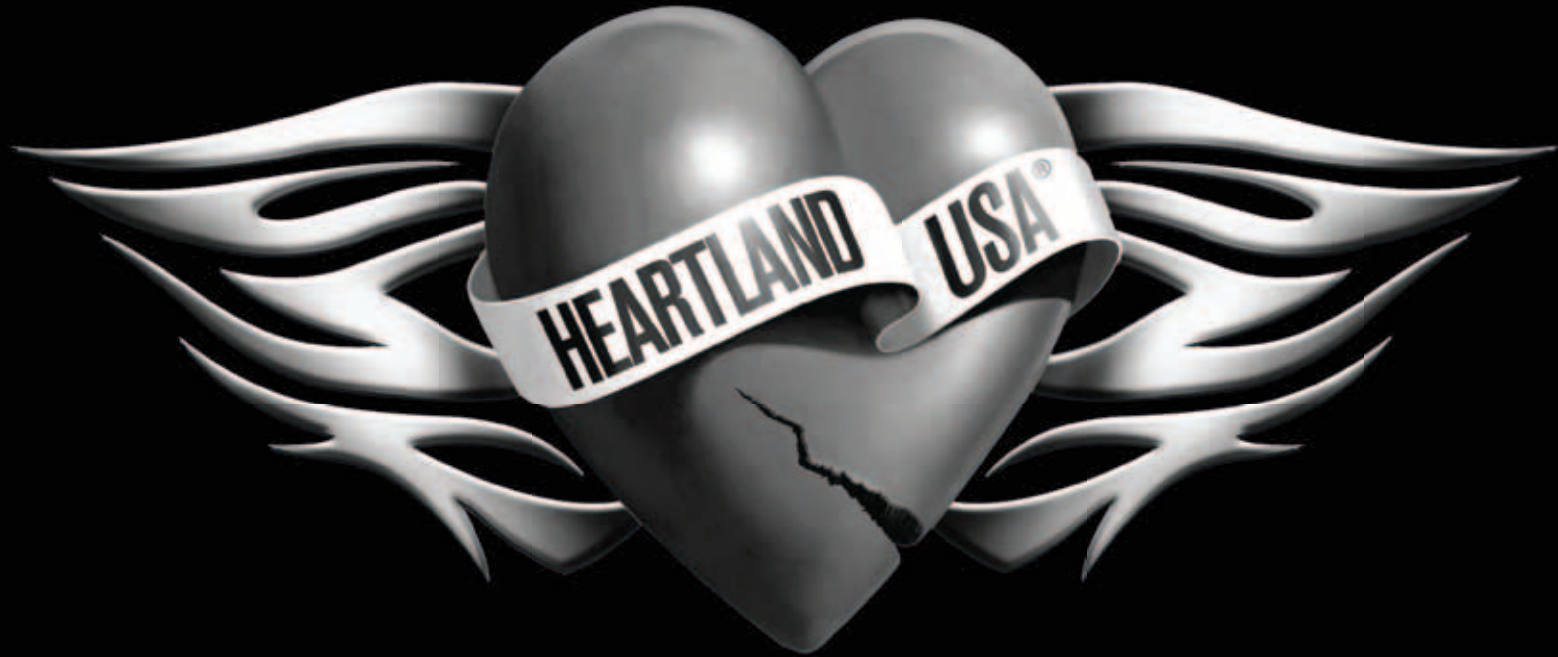


HEARTLAND USA[®]



2011

HEARTLAND USA®

R-STORY

In Twenty-Eleven HEARTLAND USA® continues our dedication to innovation, quality and design of custom accessories for the Harley-Davidson® motorcycle.

Over the past 13 years, HEARTLAND USA® has been committed to the design and transformation of the H-D® Softail® model. This year however, due to popular demand we have applied our design efforts towards developing the Dyna® model as a Heartland platform. The new Dyna® conversion includes a patented strut configuration; custom seat and fender variations, allowing you to select any or all of our Heartland accessories. We have engineered the wheel position and wheel travel to allow the bike to maintain it's original performance qualities. The new Dyna® bike is a world first and will be introduced in February at the 2011 V-Twin Dealer Expo. We are very proud of the Dyna® addition to the Heartland family!

Continuing with our Softail® development, we have created the 280 tire system for the H-D® Rocker™ that allows you to maintain your stock swing-arm; and in conjunction designed an axle mounted plate holder. This Rocker™ Rocks!

This year we will also be launching our complete side bag system with customer paintable inserts. That's right – you can paint the inserts to match your bike. Only Heartland USA® offers custom side bags for our customer's modified Heartland Bike.

With HEARTLAND USA® products you can design your H-D® exactly the way you want it to look. Your bike will take on a whole new attitude in Twenty Eleven!

We appreciate you our customers, and thank you for your support and interest over the years in HEARTLAND USA®.

Thank you,



*Jim Grove
Founder of HEARTLAND USA®*

"HEARTLAND USA® is committed to developing, producing and distributing high-end design products that transform factory H-D® Softails® into full custom cycles."

HEARTLAND USA® - Leaders in Quality, Innovation & Design

The Heartland USA® Dyna® Conversion utilizes the Patented Strut System, a Custom 11" Wide Fender in variety of lengths and a Custom Fitted Solo Seat. The Conversion System also comes with our Custom Swing Arm and a 20mm Belt and 1/4" Offset Kit to accommodate a 240 Rear Tire. Note: Rear portion of fender frame supports must be removed and a custom Wheel/Tire and Pulley are required. Like in all Conversions we offer the optional Second Seat, Ride, Rack & Rest and Bag Systems.

240 D CONVERSION

240 D Conversion - Fits Dyna® models 2006 to present

<i>Wild Heart Fender - Chrome Struts (11"x20")</i>	<i>HL-2400</i>
<i>Heartbreaker Fender - Chrome Struts (11"x24")</i>	<i>HL-2400-1</i>
<i>Heartlander Fender - Chrome Struts (11"x28")</i>	<i>HL-2400-2</i>
<i>Heartlander Fender w/ plate holder and tail light - Chrome Struts (11"x32")</i>	<i>HL-2400-3</i>
<i>Wild Heart Fender - Gloss Black Struts (11"x20")</i>	<i>HL-2400B</i>
<i>Heartbreaker Fender - Gloss Black Struts (11"x24")</i>	<i>HL-2400-1B</i>
<i>Heartlander Fender - Gloss Black Struts (11"x28")</i>	<i>HL-2400-2B</i>
<i>Heartlander Fender w/ plate holder and tail light - Gloss Black Struts (11"x32")</i>	<i>HL-2400-3B</i>

Please Note: Fender Dimensions starts at shock location



Removable Second Seat HL-2507



Shown: 240 D Conversion with Heartlander Fender with plate holder and tail light (HL-2400-3)

www.heartlandbiker.com

HEARTLAND USA[®]

Fits H-D[®] Dyna[®] models 2006 to present

NEW



Internal Strut Lights Upgrade

Red/Amber HL-STLRA



240 D Conversion includes:

- *Leather Solo Seat*
- *Billet Aluminum Struts (Chrome or Gloss Black)*
- *11" Wide Fender*
- *Swing Arm*
- *1/4" Offset Kit*
- *20mm Belt*

Optional Upgrades:

- *Internal Strut Lights (Red/Amber)*



HEARTLAND USA[®] - Leaders in Quality, Innovation & Design

The E-Z RR 280 Rocker™ Conversion utilizes the stock H-D® Swing Arm without an offset kit. The Conversion comes with a pair of Patented Heartland USA® Struts, a 12" Wide Rear Fender in various lengths, a Steel Rock Guard, a Custom Fitted Solo Seat and a 20mm Belt to accommodate a 280 Rear Tire. Note: To complete the Conversion you need to purchase a custom Wheel/Tire and Pulley. Like in all Conversions we offer the optional Second Seat, Ride, Rack & Rest and Bag Systems.

E-Z RR 280 CONVERSION

E-Z RR 280 Conversion - Fits Softail® Rocker™ and Rocker™ C models 2008 to present

Wild Heart Fender - Chrome Struts (12"x20")
Heartbreaker Fender - Chrome Struts (12"x24")
Heartlander Fender - Chrome Struts (12"x28")
Heartlander Fender w/ plate holder and tail light - Chrome Struts (12"x32")

HL-280R
HL-280R-1
HL-280R-2
HL-280R-3

Wild Heart Fender - Satin Gray Struts (12"x20")
Heartbreaker Fender - Satin Gray Struts (12"x24")
Heartlander Fender - Satin Gray Struts (12"x28")
Heartlander Fender w/ plate holder and tail light - Satin Gray Struts (12"x32")

HL-280RSG
HL-280R-1SG
HL-280R-2SG
HL-280R-3SG



Removable Second Seat HL-2512



Shown: E-Z RR 280 Conversion with Heartbreaker Fender (HL-280R-1)

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HEARTLAND USA®

Fits H-D® Rocker™ and Rocker™ C models 2008 to present

NEW



Internal Strut Lights Upgrade

Red/Amber HL-STLRA



E-Z RR 280 Conversion includes:

- *Leather Solo Seat*
- *Billet Aluminum Struts (Chrome or Satin Gray)*
- *12" Wide Fender*
- *Steel Rock Guard*
- *20mm Belt*

Optional Upgrades:

- *Internal Strut Lights (Red or Amber)*

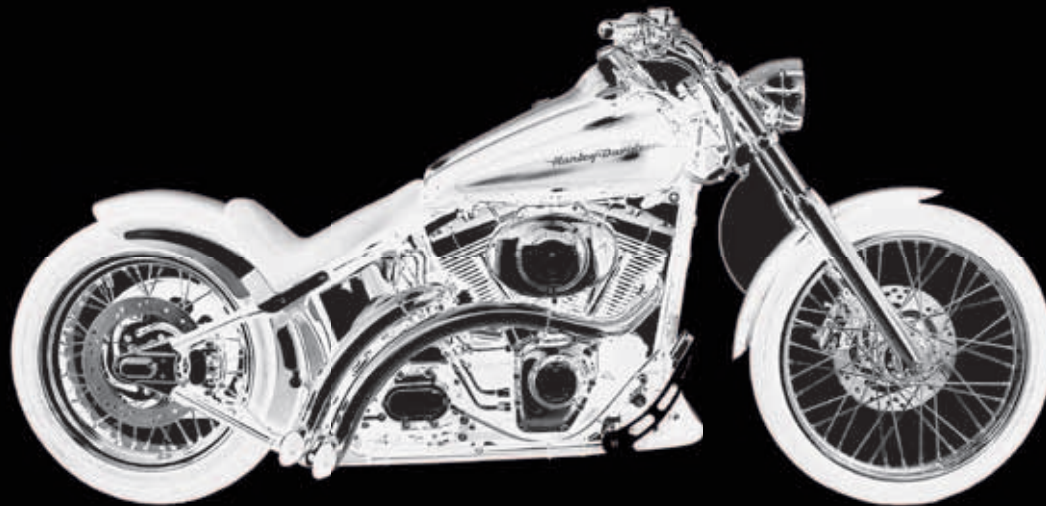


HEARTLAND USA® - Leaders in Quality, Innovation & Design



cus-tom-ize {kus'te-miz'} tr. v. -ized, -izing, -izes. To Alter { a standard motorcycle model, for example } to the taste of the owner.





www.heartlandbiker.com

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