3 Easy Ways to Order

Direct Ship Program:
PACCAR Parts

Secure online ordering, 24 hours a day,
7 days a week

Toll Free Direct Line:
1-877-705-3314
5:00am to 5:00pm Pacific Time
Inside Canada: 1-855-537-5332
International: 1-425-659-3581

Fax:
425-398-4346
Orders received by fax will be processed the next business day.
Welcome to the 2017-2018 KENWORTH officially licensed merchandise catalog.

BDA is your licensed promotional merchandise partner supplying you with merchandise that represents the Kenworth brand. From concept to delivery, BDA is dedicated to providing Kenworth and their dealer network with consistently high quality, on time, on budget merchandise branding solutions.

Three easy ways to order:

- Direct Ship Program: PACCAR Parts
  Secure online ordering, 24 hours a day, 7 days a week

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  International: 1-425-659-3581

- FAX: 425-398-4346
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New item for 2017-2018

On the Front Cover:
- Camo Deer Skull Cap Pg. 9
- Carhartt® Rockford Waterproof Jacket Pg. 19
- Pelican 22oz. Tumbler Pg. 25

On the Back Cover:
- KW Rev Camo Beanie Pg. 12
- KW Ladies Midnight Camo Cap Pg. 14
- KW Oakley Gascan® Sunglasses Pg. 22
- 16-Can Camo Cooler Pg. 39

Want a closer look?
Check out all items with detailed images at ShopKenworth.com!
**SIGNATURE SERIES CAPS**

**1433280-00** Striped Bill Cap  
Chino twill; structured peak; contrast undervisor, eyelets, and top button; cut-and-sewn striped bill; and adjustable fabric closure. Embroidered KW bug logo. Black.

**1405362-00** High-Vis Cap  

**1428136-00** ANSI-Certified Hard Hat  
Low-profile polyethylene with pillowed brow/loop ribbon. Adjustable Durashell strap suspension with vertical height adjustment. Screenprinted KW bug logo. High-Vis Orange.

**1501376-00** Sports Performance Mesh Cap  
**1426985-00** Bottle Opener Cap  

**1501325-00** Green Underbill Cap  

**1429366-00** Performance Golf Cap  

**1133455-00** Sport Mesh Cap  

**1143212-00** PACCAR Engines Logo Cap  

**1235312-00** Side Brushed Cap  

**1433285-00** Dad’s Lightning Cap  
Chino twill, structured peak, visor/crown lightning art, and adjustable plastic snap closure. Embroidered KW bug logo. Red/White/Black.

**1429278-00** The World’s Best Patch Cap  

**1303602-00** Reflective Tribal Cap  

**1426990-00** Fitted Double Stitch Mesh Cap  

**1426984-00** Liquid Metal Fitted Mesh Cap  
Structured brushed cotton/spandex front and precurved visor, foam mesh back, and stretch fitted sizing. Liquid metal KW bug logo and KENWORTH wordmark. One size fits most. Black/Gray.

**1235316-00** Double Sandwich Mesh Back Cap  

**1433205-00** Sports Performance Mesh Cap  

www.ShopKenworth.com 1.877.705.3314
1130204-00 Waxy Patch Cap

1433277-00 Tonal Flag Cap

1433275-00 The World’s Best Flatbill Cap

1429279-00 Fitted Chino Flatbill Cap
Structured fitted stretch chino twill, flat bill, and contrast red undervisor. 3D embroidered KENWORTH wordmark. One size fits most. Grey/Black.

1303601-00 Front Patch Cap

1501372-00 Linen Front Mesh Cap

1501324-00 Kenworth Wordmark Patch Cap

1433279-00 Duck Brown Cap

1024599-00 Dash Cap

1429280-00 Gray Wool Cap

1433278-00 Mesh Fitted Cap
Chino twill front, mesh back, structured peak, contrast color interior details, and stretch-fit sweatband. Embroidered KW bug logo. Red/Black.

1429369-00 Fitted 3D Embroidery Cap

1501370-00 Contrast Stitch Mesh Cap

1501366-00 Winner’s Circle Racing Cap

1303566-00 Slate Mesh Back Cap

1429277-00 Side Stripe Cap

1433277-00 Tonal Flag Cap

1429277-00 Side Stripe Cap

1024599-00 Dash Cap
SIGNATURE SERIES CAPS

1433271-00 Bass Fish Print Cap
Washed chino twill front, mesh back, unstructured peak, contrast stitching and eyelets, and screenprinted bass fish art. Felt applique KENWORTH wordmark. Orange/Tan.

1432276-00 50 State Underbill Cap

1429276-00 Red Mesh Overlay Camo Cap

1501322-00 Tri-Tone Mesh Back Cap

1501379-00 Blazin Orange Camo Cap

1501380-00 Camo Mesh Cap
CAMO CAPS

1433269-00 3D Camo Stitch Buck Cap

KENC100004-00 All Mesh Camo Cap

KENC100264-00 Tri-Color Mesh Cap

KENC100139-00 Sandwhich Surround Cap

VALUE CAPS

1433270-00 Bright Orange Camo Bill Cap

1433274-00 Bonz Camo Cap
Chino twill; structured peak; Bonz camo at visor, backstrap, and top button; and adjustable fabric closure. Embroidered KENWORTH wordmark. Camo.

1433260-00 Charcoal Chino Cap

KENC100104-00 Low Crown Cap

1429274-00 Winter Camo Cap

KENC100140-00 Denim Mesh Cap

KENC100266-00 Layered Piping Cap

KENC100001-00 Unstructured Twill Cap

www.ShopKenworth.com 1.877.705.3314
**New Item**

1433265-00 4-in-1 Reversible Beanie
Four-way reversible flip beanie gives you several different looks. One size fits most. Woven label KENWORTH wordmark. Black/Red.

1433267-00 Flag Stitch Beanie

1433266-00 Gray Stripe Pom Knit Beanie

1433263-00 High-Vis Trim Beanie
9” acrylic knit, edge tipping, and reflective stripes. One size fits most. Woven label KENWORTH wordmark. Orange/Gray.

1433262-00 Fleece Beanie
Knit fleece and crown-pieced seam. One size fits most. Woven label KW bug logo. Black.

1433264-00 Mossy Oak® Reversible Beanie
Mossy Oak® camo knit exterior and solid mesh interior. One size fits most. Screenprinted KW bug logo and embroidered KENWORTH wordmark. Camo/Black.

1429273-00 Camo Knit Red Cuff Beanie
Tonal Camo acrylic knit 12” beanie with fold-up red cuff. Embroidered KENWORTH wordmark. Tonal Camo/Red.

1429272-00 Jacquard Knit Beanie
12” jacquard knit beanie, two color pom, and fold-up ribbed cuff. Knit KENWORTH wordmark. Tan/Red.

1433261-00 Knit Cuffed Beanie

1405402-00 Striped Toboggan with Pom

1429281-00 Red Pom Cuffed Beanie

1433267-00 Flag Stitch Beanie

1429281-00 Red Pom Cuffed Beanie

1433261-00 Knit Cuffed Beanie

1433260-00 4-in-1 Reversible Beanie
Four-way reversible flip beanie gives you several different looks. One size fits most. Woven label KENWORTH wordmark. Black/Red.
**LADIES’ CAPS**

1433282-00 *Muddy Girl® Camo Cap*

1433281-00 *Ladies’ Cable Knit Beanie*
Chunky cable-knit acrylic, top pom, and fold-up cuff. One size fits most. Embroidered KW Bug logo. Gray/Blue.

1303605-00 *Ladies’ Denim Mesh Cap*
Structured denim front and precurved visor with contrast stitching underbill, soft mesh back, and adjustable plastic snap closure. Embroidered KENWORTH wordmark. Blue/White/Pink.

1405405-00 *Ladies’ Hot Pink Cap*

1501326-00 *Ladies’ Tribal Crown Cap*

1405406-00 *Ladies’ Hot Pink Cap* (New Item)

1433282-00 *Muddy Girl® Camo Cap* (New Item)

**MEN’S APPAREL**

1433308 *The World’s Best Framed T-Shirt* (New Item)

1433309 *Patriotic World’s Best T-Shirt* (New Item)

1428139 *Scribble T-Shirt* (New Item)

1432025 *Big Bug T-Shirt* (New Item)
Sure to be a classic! Oversized KW Bug logo on the front of this comfortable cotton/poly blend tee. Screenprinted KW Bug logo. Black.

1430811 *Mesh Art Performance T-Shirt* (Limited Quantities)

1430812 *Kenworth Bug Pocket T-Shirt* (Limited Quantities)
50/50 cotton/poly blend with up to 5% recycled polyester from plastic bottles, and left chest pocket. Screenprinted KW Bug logo. Athletic Heather.

1432024 *Heritage Logo T-Shirt* (Limited Quantities)
Custom screenprinted Kenworth Truck Company distressed art on the front of a premium 100% jersey cotton crew-neck t-shirt. KW Bug logo on back yoke. White.
MEN’S APPAREL

143307 Branch Circle Long-Sleeve T-Shirt
100% preshrunk cotton, taped shoulders, double-needle stitching, and ribbed cuffs/collar. Screenprinted custom circle art. Cardinal.

143311 Custom Made T-Shirt
100% cotton, double-needle stitching, and ribbed neck. Screenprinted custom art. Charcoal Heather.

143310 Kenworth Sign T-Shirt
100% cotton, tapered side seams, fitted biceps, and shoulder tape. Screenprinted sign art. Navy.

143312 Embossed Polo
100% polyester jersey with embossed pattern, three rubber buttons, and open hem sleeves. Embroidered KW bug logo. Red.

143808 Jersey Hooded T-Shirt

1430809 Neon Wordmark T-Shirt

14300279 Sportswear Design T-Shirt
Preshrunk heavyweight cotton. Screenprinted KENWORTH sportswear art. Black.

KENC100024 Hanes® Beefy T-Shirt
Cotton body, double-needle stitching, and shoulder tape. Screenprinted KENWORTH wordmark and KW bug logo. Charcoal Heather.

1432023 Trademark Retro T-Shirt
Retro Kenworth Eagle trademark artwork on a 100% premium jersey cotton crew-neck t-shirt. Custom screenprinted KENWORTH Eagle Trademark artwork. Navy.

1502453 Nike® Polo

1406267 DryBlend Performance Polo

1427633 Nike® Dri-FIT Pebble Polo

1143213 PACCAR Engines Logo Polo

142022 Men’s Custom Polo
Micro mesh polyester knit with moisture-wicking properties. Contrast ribbed cuff and collar, three-button placket, and easy fit. Embroidered KW bug logo. Black.

143304 Branch Circle Short-Sleeve T-Shirt
100% preshrunk cotton, taped shoulders, double-needle stitching, and ribbed cuffs/collar. Screenprinted custom circle art. Cardinal.

KENC100024 Hanes® Beefy T-Shirt
Cotton body, double-needle stitching, and shoulder tape. Screenprinted KENWORTH wordmark and KW bug logo. Charcoal Heather.

14302579 Sportswear Design T-Shirt
Preshrunk heavyweight cotton. Screenprinted KENWORTH sportswear art. Black.

KENC100024 Hanes® Beefy T-Shirt
Cotton body, double-needle stitching, and shoulder tape. Screenprinted KENWORTH wordmark and KW bug logo. Charcoal Heather.

1430809 Neon Wordmark T-Shirt

14300025 Trademark Retro T-Shirt
Retro Kenworth Eagle trademark artwork on a 100% premium jersey cotton crew-neck t-shirt. Custom screenprinted KENWORTH Eagle Trademark artwork. Navy.

1502453 Nike® Polo

1406267 DryBlend Performance Polo

1427633 Nike® Dri-FIT Pebble Polo

1143213 PACCAR Engines Logo Polo

142022 Men’s Custom Polo
Micro mesh polyester knit with moisture-wicking properties. Contrast ribbed cuff and collar, three-button placket, and easy fit. Embroidered KW bug logo. Black.

www.ShopKenworth.com 1.877.705.3314
**MEN’S OUTERWEAR**

**1433314** Mineral Colorblock Sweatshirt
100% polyester, color-block “granite” sleeves and hood, metal-tipped drawcords, front pouch pocket, and ribbed cuffs/waist. Screenprinted KW bug logo. Deep Red/Black.

**1430807** Army Heather Crewneck Sweatshirt

**1252637** Core Contrast Hoodie

**143315** Fan Favorite Hoodie

**1406266** CamoHex Pullover Hoodie
Sublimated digital camo atop moisture-wicking polyester, with drawstring hood and pouch pocket. Screenprinted KENWORTH wordmark. Dark Gray.

**KENC100277** Vulcan Hoodie

**143313** Heavyweight Zippered Sweatshirt

**1427632** Dash Sport Pullover

**1430805** Embossed Hybrid Fleece Jacket
Moisture-wicking fleece with an embossed patterned woven overlay that resists wind and water. 100% polyester, raglan sleeves, and front pouch pockets. Embroidered KW bug logo. Red/Black.

**142026** Big Red Fleece Hoodie

**1433316** 1923 Hoodie

**1433318** Carhartt® Rockford Waterproof Jacket
Waterproof nylon oxford shell, mesh body lining, taffeta sleeve lining, audio port, snap cuffs, and drawcord waist. Screenprinted KENWORTH wordmark. Brown.

**1432028** Techno Lite Jacket
Lightweight, water resistant finish with roll-away hood and vented back yoke. 100% polyester shell/100% polyester mesh in upper back. Screenprinted KW bug logo. Molten Red.

**1432026** Big Red Fleece Hoodie

**1427652** Dash Sport Pullover

**1433317** Colorblock Softshell Jacket

**1433319** Carhartt® Rockford Waterproof Jacket
Waterproof nylon oxford shell, mesh body lining, taffeta sleeve lining, audio port, snap cuffs, and drawcord waist. Screenprinted KENWORTH wordmark. Brown.

**1433314** Mineral Colorblock Sweatshirt
100% polyester, color-block “granite” sleeves and hood, metal-tipped drawcords, front pouch pocket, and ribbed cuffs/waist. Screenprinted KW bug logo. Deep Red/Black.

**1430807** Army Heather Crewneck Sweatshirt

**1325637** Core Contrast Hoodie

**143315** Fan Favorite Hoodie

**1406266** CamoHex Pullover Hoodie
Sublimated digital camo atop moisture-wicking polyester, with drawstring hood and pouch pocket. Screenprinted KENWORTH wordmark. Dark Gray.

**KENC100277** Vulcan Hoodie

**143313** Heavyweight Zippered Sweatshirt

**1427632** Dash Sport Pullover

**1430806** Lightweight Colorblock Jacket
100% water resistant polyester, reverse coil zipper, reflective piping at front and back yoke, and zippered side pockets. Reflective KENWORTH wordmark heat seal. True Royal/Carbon.

**1432027** Perken Knit Jacket
MEN’S OUTERWEAR

143321 Dickies® Nylon Fleece Jacket
Water-repellent ripstop nylon shell, polyester fleece lining, zip front, toggle hood, elastic cuffs, two front pockets, one interior pocket, and open waist. Embroidered KW bug logo. Black.

143320 Craftsman Jacket

1430804 DRI DUCK Flint Jacket
100% cotton quarry washed Boulder Cloth™ canvas, diamond quilted nylon lining with 2 oz. polyfill insulation, heavy-duty metal zipper featuring a DRI-DUCK pull, inside security pocket, articulated elbows and adjustable snap cuffs. Embroidered KW bug logo. Black.

1405413 Carhartt® Thermal Lined Jacket

143319 Trailblazer Jacket

1433276 Men’s Detroit Carhartt® Jacket

1433325 Ladies’ Colorblock Softshell Jacket

1430801 Ladies’ Vintage Art Tee
100% ring spun cotton, v-neck, ladies fashion fit. Chino screenprinted The World’s Best tagline and KW bug logo. Charcoal/Purple.

1432021 Ladies' Sport Tek® Jacket

143324 Ladies’ Zippered Fleece Hoodie

1433322 Ladies’ “Real Women” Tee
100% cotton with fashion V-neck. Screenprinted Real Women Drive art and KW bug logos. Deep Navy.

1433323 Ladies’ Cosmic 1/4-Zip Fleece Pullover
100% flecked polyester fleece, mock neck, quarter zip, contrast zipper and pocket seams, and thumbhole cuffs. Embroidered KW bug logo. Black.

1432020 Ladies’ Foil Bug Tee
Premium soft touch 100% cotton crew-neck tee. Short sleeves with gentle contoured fit. Foil print KW bug logo. Black.
<table>
<thead>
<tr>
<th>Item ID</th>
<th>Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>1433327-00</td>
<td>Oakley Gascan® Sunglasses</td>
<td>Polished frame and standard HD0 gray lenses</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Laser-engraved KENWORTH wordmark. Black.</td>
</tr>
<tr>
<td>1430817-00</td>
<td>Bouton Anti-Fog Sunglasses</td>
<td>Lightweight comfort and protection combined in a bold rimless design.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Contoured temple arms, molded nosepiece, non-conductive frame, and scratch-resistant lens. 99.9% UVA and UVB protection. Pad printed KENWORTH wordmark.</td>
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<tr>
<td></td>
<td></td>
<td>Bright Red.</td>
</tr>
<tr>
<td>1406272-00</td>
<td>Custom Performance Crew Socks</td>
<td>Moisture-wicking, breathable socks with reinforced elastic and double-padded, reinforced heel. 80/12/5/3 acrylic/nylon/spandex/elastic. Screenprinted KENWORTH wordmark and KW bug logo. Red/Black/White.</td>
</tr>
<tr>
<td>1430819-00</td>
<td>Men’s Polished Silver Watch</td>
<td>Polished silver metal case, high precision movement, flat mineral crystal, crocodile pattern leatherette straps, and water resistant to 1 ATM. Screenprinted KENWORTH wordmark. Black.</td>
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<tr>
<td>1433328-00</td>
<td>The World’s Best Belt Buckle</td>
<td>Antiqued-silver metal buckle in an oval shape. 3” X 4”. Color-filled The World’s Best tagline and stars and stripes art. Silver.</td>
</tr>
<tr>
<td>1428155-00</td>
<td>Belt Buckle</td>
<td>Brushed metal buckle is made in the USA.</td>
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<td>Measures 3.5” X 1.875”. Screenprinted KW bug logo. Silver.</td>
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<tr>
<td>1433284-00</td>
<td>Kids’ Lightning Cap</td>
<td>Chino twill, structured peak, visor/crown lightning art, and adjustable plastic snap closure. Embroidered KW bug logo. Red/White/Black.</td>
</tr>
<tr>
<td>1433285-00</td>
<td>Dad’s Lightning Cap</td>
<td>Chino twill, structured peak, visor/crown lightning art, and adjustable plastic snap closure. Embroidered KW bug logo. Red/White/Black.</td>
</tr>
<tr>
<td>1503531</td>
<td>Infant Bodysuit &amp; Cap Set</td>
<td>One 100% cotton ribbed cap and one 100% ribbed body suit. Packaged in white organza bag for gifting.</td>
</tr>
<tr>
<td></td>
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<td>Embroidered KENWORTH wordmark on cap; screenprinted Daddy’s Lil’ Trucker on onesie. White.</td>
</tr>
<tr>
<td>1432030</td>
<td>Infant Bodysuit</td>
<td>Custom artwork adorns this 100% ringspun cotton infant bodysuit.</td>
</tr>
<tr>
<td>1432029</td>
<td>The World’s Best Kid Tee</td>
<td>The World’s Best Kid custom artwork on a 90/10 cotton/poly blend tee. Comes in youth and toddler sizes.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Screenprinted Shotgun Rider artwork and KW bug logo. Weathered Gray.</td>
</tr>
<tr>
<td>1430813</td>
<td>“Shotgun Rider” Kids’ Tee</td>
<td>100% cotton jersey, ribbed crew neck, CPSIA compliant-tracking label in sideseam. Chino screenprinted Shotgun Rider artwork and KW bug logo.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Royal.</td>
</tr>
</tbody>
</table>
KIDS’ COLLECTION

143335-00 Sock Monkey
Plush toy with embroidered eyes and KENWORTH T-shirt. 12” (7.5” sitting). Screenprinted KW bug logo. Brown.

1433287-00 Collector’s Edition Mr. Potato Head®
Mr. Potato Head® packaged in custom box. 6” Custom artwork that includes the KW bug logo and the KENWORTH wordmark.

1429282-00 Kids’ Future Trucker Cap
Unstructured chino twill, adjustable snap back, contrast stitching. Embroidered Future Trucker text and felt applique KENWORTH wordmark. Orange/Blue.

1433283-00 Kids’ Pom Cuff Beanie

1430814-00 Orange Hyperlight Ball
Super bright inner glow from 2 white LED’s when bounced, CSPIA compliant, perfect for indoor/outdoor events, trade shows, and parties. Screenprinted KW bug logo. Orange.

1406025-00 Jumbo Insulated Lunch Bag
Insulated main zip compartment with 12-can capacity, top slash pocket, grab handle, and adjustable shoulder strap. 11” X 7” X 9.25”. Screenprinted KENWORTH wordmark. Red/Black.

1406285-00 24-Can Camo Cooler
Denier polyester fabric, heat-sealed insulated zip compartment with bottom board, front zip pocket, two side pockets, drawstring mesh water bottle holster, and adjustable shoulder strap. Holds 24 cans. 11” X 11.5” X 8.5”. Epoxy dome KENWORTH wordmark. Camo.

1430823-00 Ladies’ Trinity Tote
100% polyester, front slash pocket, snap closure, and barrel bottom, 22” shoulder straps. Measures 16.75” X 15” X 6”. Screenprinted KENWORTH wordmark. Black/Gray.

BAGS

1433288-00 Kenworth Custom Duffel
Denier nylon, main zip compartment, zip pockets at front and sides, top grab handles, and adjustable shoulder strap. 24” X 13” X 13”. Embroidered KW bug logo. Red/Black.

1432007-00 Computer Messenger Bag

1432008-00 Basecamp Sherpa Backpack

143340-00 Beast of Burden Oversized Duffel
Splash-proof denier polyester, converts to backpack, removable interior dividers, separate wet pocket, two zip mesh interior pockets, two top pockets (1 padded for tech, 1 unlined), two side zip pockets with mesh organization panel, ventilated back, and hook-and-loop panel for morale patches (not included). 24” X 10” X 12”. Heat-transfer KW bug logo. Black.

1433285-00 24-Can Camo Cooler
Denier polyester, heat-sealed insulated zip compartment with bottom board, front zip pocket, two side pockets, drawstring mesh water bottle holster, and adjustable shoulder strap. Holds 24 cans. 11” X 11.5” X 8.5”. Epoxy dome KENWORTH wordmark. Camo.
**DRINKWARE**

1433329-00 Pelican™ Vacuum-Insulated Tumbler

1432011-00 26oz. H2GO Water Bottle
This sleek 26oz double wall 18/8 stainless steel thermal bottle has copper vacuum insulation and a threaded stainless steel lid. Keeps drinks hot for 12 hours and cold for 24 hours. Screenprinted KENWORTH wordmark. Clear/Black.

1433306-00 FREEZE® Cooling Glass

1432010-00 Basecamp 26oz. Water Bottle

1433304-00 Mossy® Oak Bottle Cooler
Mossy® Oak camo on insulating neoprene foam with zipper. 7.625” X 2.125”. Screenprinted KENWORTH wordmark. Camo.

1430824-00 Rugged Stainless Steel Tumbler
Keep 18oz. of your favorite beverage frosty cold or piping hot with this double walled, vacuum insulated tumbler. The shatter resistant, crystal clear lid uses a grooved rubber gasket to keep it firmly in place. BPA free. Hand wash recommended. Screenprinted KW bug logo. Steel with Clear Lid.

1430825-00 15oz. Terra Tumbler
Stainless steel and plastic outer double wall foam insulation, and spill-resistant lid. BPA free. Hand wash recommended. Silkscreened KW bug logo. Black.

1306264-00 Stealth Mug
16oz. mug, double-wall stainless steel, plastic liner, molded handle, and spill-resistant lid. Screenprinted KW bug logo. Graphite.

1428146-00 Jumbo Mug
18oz. ceramic construction, big C handle, and glossy finish. Screenprinted KW bug logo. Black.

14300061-00 Cool-Apsible Drink Cooler

143100236-00 Realtree® Collapsible Can Cooler
RealTree® camo atop foam can cooler. Collapses for easy storage. Screenprinted KENWORTH wordmark. Camo.
EVENTS & PROMOTIONS

1432013-00 Baseball Squeezie
3.5” squeezable baseball is the perfect giveaway for kids and adults alike! Screenprinted KENWORTH wordmark. Not intended for pets or children under 3. Red/White.

1432016-00 LED Carabiner Flashlight
Mini 3-bulb LED flashlight can be used as a focused beam or lantern. Top carabiner to hang, slide power switch, and 3-bulb LEDs. Pad printed KW bug logo. Red.

KENC100231-00 11” Latex Balloons (50 Pack)
50 pack of 11” biodegradable latex balloons. Break down quickly after disposal. Screenprinted KW bug logo on white balloons; KENWORTH wordmark on red balloons.

1430068-00 Ogio® Standard Golf Bag

1428152-00 Titleist® DT TRUSOFT™ Golf Balls
Twelve core and cover balls reduce spin in the long game and enhance both distance and putting. Screenprinted KW bug logos. White.

1306303-00 Malibu Sunglasses
Polycarbonate frame and gray lenses that filter UVA/UVB light. Screenprinted KENWORTH wordmark. Black.

KENC100287-00 Zing Ring Flier

KENC100054-00 Lapel Pin
Pewter pin with military clasp. Measures 0.75” X 0.75” Enamel-filled KW bug logo. Silver/Red.

1427706-00 Water Bottle Golf Kit
24oz squeeze bottle packed with divot repair tool, six 2.75” tees, two ball markers, and a 15” X 18” golf towel with grommet and hook. Screenprinted KENWORTH wordmark and KW bug logos. Clear/Red.

1428151-00 Carabiner Golf Tool
OFFICE ACCESSORIES

1433345-00 Zippered Tech Padfolio
Textured UltraHyde cover with front pocket, zip closure, media panel (fits all iPad models and most other e-readers/tablets), organization panel (USB port, 5 business card slots, 3 pen loops), adjustable fabric closure document holder, and 60-sheet 10” X 7.5” journal. 11.5” X 1.3” X 9.25”. Debossed KW bug logo. Black.

1432019-00 KW Bug Journal

1433344-00 Ali Pen
Metallic barrel with satin finish, black and chrome trim, swivel-action black ink ball point, capacitive stylus tip, lifetime mechanical guarantee, and gift box. Laser-engraved KENWORTH wordmark. Red.

1432009-00 5-in-1 Work Pen
Twist-action ballpoint has a textured metallic grip, metal clip, spirit level, 3”/7cm ruler, reversible Phillips to flathead screwdriver bit, and a touchscreen stylus. Black ink. Screenprinted KENWORTH wordmark. Red.

1252645-00 Write Stuff Ballpoint Pen
Click-action black ink pen, rubber grip, and chrome accents. Screenprinted KENWORTH wordmark. Black.

1430509-00 MaxGlide Stick® Pen (25 Pack)

1433342-00 Digi-Camo Liner-Lock Knife
3” stainless steel blade, digi-camo liner-lock handle, thumb stud for easy open, and pocket clip. Pad printed KENWORTH wordmark. 4” closed. Green Digi Camo.

1433341-00 Barlow Pocket Knife
Impact-resistant ABS plastic handle, two stainless steel pen blades, and pocket clip. 3.25”. Laser-engraved KENWORTH wordmark. Black/Silver.

1406296-00 Ranger Pocket Knife
3” stainless steel blade, 4” wood/ plastic composite handle, belt clip, and gift box. Engraved KENWORTH wordmark. Wood Tone/Silver.

1306350-00 Camo Utility Knife
Locking stainless steel blade, aluminum handle, inset blade for fishing lines and cords, window-breaker spike, and belt clip. 4.75” closed. Engraved KENWORTH wordmark. Camo.

1432017-00 Handy Emergency Flashlight
Rugged high quality military-grade design work light with 26 LED lights, anodized aluminum body, hook and magnetic base for placement. Three settings: 18 white LED solid stream, 8 red LED blinking, or focused white beam. Comes with 3 AAA batteries. Laser-engraved KENWORTH wordmark. Red.

KNIVES & TOOLS

1430827-00 Handy Mate Hammer Multi-Tool
12-in-1 hammer multi-tool includes hammer, pliers, wire cutter, nail file, flathead screwdriver, bottle opener, can opener, saw, serrated blade, Phillips head screwdriver, blade and wrench. Measures 6.5” X 3.5”. Screenprinted KENWORTH wordmark. Stainless Steel/Black.

1306350-00 Camo Utility Knife
Locking stainless steel blade, aluminum handle, inset blade for fishing lines and cords, window-breaker spike, and belt clip. 4.75” closed. Engraved KENWORTH wordmark. Camo.
**GIFTS**

1503530-00 **Rothco MOLLE Administrative Pouch**  
Comes with 2 separate pouches. One that can hold a small notebook with 4"x4" square of loop fastener. The other pouch could hold a flashlight, or multi-tool. Made from 600D polyester, single pouch with flap cover, square off loop fastener on the front for a patch, grommet hole in the back and bottom of pouch. Measures 4.75" x 6". Die-cut Kenworth bug silicone cord pull. **Black.**

1503529-00 **Rothco MOLLE Water Bottle Pouch**  
Pouch/Denier polyester, fits most water bottles (10.5" x 4" pouch), fastens to any MOLLE attachment system, front zip pouch with MOLLE loops, zip-close flip top, additional MOLLE loops, two 6" MOLLE straps on back, two D-rings, straw hole, and drain hole. Water bottle sold separately. Die-cut KW bug logo silicone cord pull. **Black.**

1433303-00 **Big Wolf Dog Collar Leash**  

1433346-00 **Pluto Power Bank**  
Brushed aluminum body, 2,600 mAh battery, plastic cap, carabiner attachment, and micro USB to USB cable. 4.75". Screenprinted KENWORTH wordmark. **Red.**

1433302-00 **Kenworth Bar Ornament**  
3" die-cut metal holiday ornament and matching red ribbon. Color-filled KENWORTH bar logo. Silver/Red.

1432018-00 **Bumpster® Speaker**  
360 degree omnidirectional stereo sound with built-in microphone for hands free calling, Bluetooth capability up to 33ft, and 10+ hours of use between charges. Charging and auxiliary cord included. Printed KW bug logo and grille artwork. **Black.**

1430829-00 **Swivel Counter Stool**  
30" stool with heavy steel frame, swiveling cushion with 12-gauge vinyl cover, and one foot ring. Made in USA. Screenprinted KW bug logo. **Black/Silver.**

1406292-00 **KW Bug Wall Clock**  
Hardboard analog clock with quartz movement, AA battery included. Made in USA. 12" tall. Die-cut KW bug logo. **Red/White.**

1432005-00 **KW Bug Hitch Cover**  
Chrome plated solid brass custom KW bug logo emblem hitch cover with color fill. Fits standard 2" receivers. Attachment kit included. Measures: 5.5" H X 3" W. **Chrome/Red.**

1427039-00 **Metal Hitch Cover**  
Chrome-plated square cover, with stainless steel post, fits standard 2" receivers. Includes custom pin, locking allen wrench key for security, and multiple rubber gaskets for rattle-free fitting. **Color-filled KW bug logo. Silver.**

1430815-00 **The World’s Best License Plate Frame**  
Zinc diecast raised outline, epoxy fill, 2 hole rear clip. The World’s Best tagline, KENWORTH wordmark, and KW bug logo. **Chrome/Red/Black.**

1432017-00 **License Plate**  

**AUTO ACCESSORIES**

KENC100199-00 **Neon Shop Clock**  
AC-powered chrome analog clock with neon tube. 14". Screenprinted KW bug logo. **Silver.**

1430819-00 **Neon Shop Clock**  
AC-powered chrome analog clock with neon tube. 14". Screenprinted KW bug logo. **Silver.**
**AUTO ACCESSORIES**

**1430830-00 LED Flashlight/Bottle Opener Key Chain**
3 white LED lights, push button on/off with sturdy bottle opener. Approx size: 2.75". Batteries included. Laser engraved KENWORTH wordmark. Black.

**1406281-00 Resqme® Car Escape Tool**
2.94" tool features a seatbelt-cutting blade, spring-loaded window spike, and attachment. Made in USA. Screenprinted KENWORTH wordmark. Red/White.

**143305-00 BBQ Cutting Board**
Knife and dishwasher-friendly board resists heat up to 350° and is made in the USA. 17.5" X 13". Laser-engraved KENWORTH wordmark. Nutmeg. Knife not included.

**1432014-00 Portable BBQ Grill and Cooler**
Portable BBQ packs into an insulated PEVA cooler bag. The BBQ is stainless steel with a 9” grill top while the PVC lined cooler bag has a tough 600D poly exterior. Includes 39” adjustable shoulder strap and carry handles. Measures: 12”W X 8”H X 12”D. Screenprinted KW bug logo. Gray/Black.

**Resqme® Car Escape Tool**
2.94" tool features a seatbelt-cutting blade, spring-loaded window spike, and attachment. Made in USA. Screenprinted KENWORTH wordmark. Red/White.

**1306434-00 Grille Key Chain**
Nickel-plated alloy grille with enamel accents and split ring. 2.5" X 1.88". Debossed KW bug logo. Silver.

**1433330-00 Pelican™ Elite 50-Quart Cooler**
Stainless steel, ABS plastic, and polypropylene construction keeps ice for up to 8 days. Molded in-lock hasp with integrated bottle opener, carry handles, 4 can holders, sloped floor, fish scaler on lid, and tethered drain plug threaded for standard garden hose. Guaranteed for life. Made in the USA. Holds 50 quarts and measures 30” X 20.25” X 20.38”. Screenprinted KW bug logo. Green.

**1433311-00 Pelican™ 20-Quart Cooler**
Stainless steel, ABS plastic, and polypropylene construction keeps ice for up to 3 days. Tall design includes a molded in-lock hasp with integrated bottle opener, easy-carry handle, and 4 can holders. Holds 20 quarts (15 cans or 4 wine bottles). Guaranteed for life. Made in the USA. 18.75” X 12.38” X 17.75”. Screenprinted KENWORTH wordmark. Green.

**1427960-00 BBQ Apron**
65/35 poly/cotton apron with 8” x 7” front pocket, two elastic loops (for tools), neck strap, and contrast stitching. Measures 32.5” X 28”. Screenprinted KENWORTH wordmark and The World’s Best tagline. Black.

**1252657-00 Flip-It BBQ Spatula**
Heavy-duty stainless steel, genuine maple wood, and brass rivets. Made in USA. 18.5" X 4”. KENWORTH wordmark and KW bug logo. Silver/Wood.

**1430820-00 Heavy Duty Camp Chair w/Cooler**

**1432006-00 UltraHyde Key Ring**

**1306434-00 UltraHyde Key Ring**

**1430507-00 (Individual) Kenworth Pewter Key Tag**
Flexible PVC keychain with 1” split ring. Measures: 2” X 1.1”. Screenprinted KW bug logo on one side. Red/White.

**1430508-00 (50 Pack) Kenworth PVC Key Chain**
Flexible PVC keychain with 1” split ring. Measures: 2” X 1.1”. Screenprinted KW bug logo on one side. Red/White.

**KENC100056-00 Kenworth Pewter Key Tag**

**KENC100056-00 Kenworth UltraHyde Key Ring**

**1306434-00 Grille Key Chain**
Nickel-plated alloy grille with enamel accents and split ring. 2.5" X 1.88”. Debossed KW bug logo. Silver.

**1433305-00 BBQ Cutting Board**
Knife and dishwasher-friendly board resists heat up to 350° and is made in the USA. 17.5" X 13". Laser-engraved KENWORTH wordmark. Nutmeg.

**1433305-00 BBQ Cutting Board**
Knife and dishwasher-friendly board resists heat up to 350° and is made in the USA. 17.5" X 13". Laser-engraved KENWORTH wordmark. Nutmeg.

**1427960-00 BBQ Apron**
65/35 poly/cotton apron with 8” x 7” front pocket, two elastic loops (for tools), neck strap, and contrast stitching. Measures 32.5” X 28”. Screenprinted KENWORTH wordmark and The World’s Best tagline. Black.

**1252657-00 Flip-It BBQ Spatula**
Heavy-duty stainless steel, genuine maple wood, and brass rivets. Made in USA. 18.5” X 4”. KENWORTH wordmark and KW bug logo. Silver/Wood.

**1430820-00 Heavy Duty Camp Chair w/Cooler**

**1430507-00 (Individual) Kenworth Pewter Key Tag**
Flexible PVC keychain with 1” split ring. Measures: 2” X 1.1”. Screenprinted KW bug logo on one side. Red/White.

**1430508-00 (50 Pack) Kenworth PVC Key Chain**
Flexible PVC keychain with 1” split ring. Measures: 2” X 1.1”. Screenprinted KW bug logo on one side. Red/White.
Looking for last-minute ways to boost in-store sales and capture impulse buys? Try our Point of Purchase Program (POP). It’s as easy as 1, 2, 3!

**Step 1**
Order Galvanized POP Bucket

**Step 2**
Order suggested bulk pack items

**Step 3**
Fill POP bucket with merchandise and sell at checkout

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**1406300-00 Galvanized POP Bucket**
- 5-quart galvanized metal bucket with carry handle. Decal KW bug logo. Silver.

**1430510-00 Magnet Bottle Opener (25 Pack)**
The contoured shape of the bottle opener fits comfortably into your hand. Made from durable ABS plastic. Measures 4.13” X 1.94”. Pad printed KENWORTH wordmark. Black. BUCKET NOT INCLUDED.

**1406301-00 Retractable Microphone Ear Buds (50 Pack)**
- 3.5mm earbuds with hands-free microphone and retractable 40” cord. Screenprinted KW bug logo. Black/White. BUCKET NOT INCLUDED.

**14301386-00 Twill Flag Cap**

**1501287-00 Brushed Twill Cap**

**1433295 Hockey Jersey**

**1501386-00 Brushed Twill Cap**

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**1432012-00 Beverage Can Coolers (50 Pack)**
- Foam-insulated collapsible can cooler folds flat. Made in the USA. Screenprinted KW bug logo. Black. BUCKET NOT INCLUDED.

**1433347-00 SPF15 Lip Balm (25 Pack)**

**1432012-00 Beverage Can Coolers (50 Pack)**

**1433291-00 Ladies’ Winter Camo Cap**

**1433293-00 Striped Beanie**
- 12” jacquard-knit acrylic and fold-up cuff. One size fits most. Embroidered KW bug logo. Gray.

**1433290-00 Ladies’ Cable Knit Beanie**
- 9” jacquard-knit acrylic and fold-up cuff. One size fits most. KENWORTH wordmark on patch. Tan.

**1433295 Hockey Jersey**

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**1433202-00 Squeezable Hand Sanitizer (25 Pack)**
- 2 oz antimicrobial gel in squeeze pouch with cap. 6.19” X 3.13”. Screenprinted KW bug logo. Clear. BUCKET NOT INCLUDED.

**1433292-00 Vintage Washed Cap**

**1433293-00 Striped Beanie**

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**1433295 Hockey Jersey**

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**1433295 Hockey Jersey**
1433387  Ladies’ Melange Performance Jacket

1433383  Dickies® Short-Sleeve Work Shirt

1430817-00  Bouton Captain Sunglasses
Lightweight comfort and protection combined in a bold rimless design. Contoured temple arms, molded nosepiece, non-conductive frame, andscratch-resistant lens. 99.9% UVA and UVB protection. Pad printed KENWORTH wordmark. Gray.

1432034-00  Titanium Insulated Bottle
This 17oz bottle features a double wall 18/8 stainless steel with vacuum insulation. Inner wall is plated with copper keeping drinks hot for 12 hours and cold for 48. Screenprinted KENWORTH wordmark. Titanium.

1432035-00  High Sierra King Camo Backpack
Made up of mini-hexagon ripstop and 600d duralite. Features front-load main compartment, media player pocket, organizer with pen pockets and key fob, padded shoulder straps with cell phone pocket, padded back panel and mesh water bottle. Lifetime warranty. Embroidered KW bug logo. Camo.

1433384  North End Insulated Jacket
100% textured nylon shell, polyester mesh lining, zip-off adjustable thermal hood, lined collar/pockets, left sleeve pocket.

1432032  Coal Harbour Everyday Fleece
Wear this everyday of the week. Features anti-pill, zipper with matching chain stitch and zippered right chest pocket. 100% polyester micro fleece. Embroidered KENWORTH wordmark. Graphite.

1433895-00  Flare Utility Light
LED spotlight and side bar, magnet, and lanyard. Four AAA batteries and gift box included. 1.25” X 7.625”. Laser-engraved KW bug logo. Black.

1433391-00  USB Power Adapter
ABS plastic body, two USB ports (1A-low and 2.1A-high), LED light, and foldable plug. Instructions and gift box included. 1.625” X 1.5”. Screenprinted KW bug logo. White.

1433389-00  16-Can Camo Cooler
Denier polyester, removable plastic liner, 16-can capacity, zip top, two side mesh holsters, front zip and slash pockets, and padded adjustable fabric closure. handles. 11” X 13” X 6”. Screenprinted KW bug logo. Camo.

1433387-00  Ladies’ Melange Performance Jacket

1432031  Karula Lightweight Jacket
Versatile jacket with roll-away hood that packs into the collar. Wind and water resistant with adjustable cuffs and adjustable fabric closure. 100% polyester. Embroidered KENWORTH wordmark. Steel Grey.

1433385  North End Pulse Fleece Jacket
100% polyester jersey, fleece lining, contrast zipper tape, stretch storm cuffs with thumbholes, and right chest and lower front pockets (audio port in left). Embroidered KENWORTH wordmark. Carbon/Red.

1433390-00  16-Can Camo Cooler
Denier polyester, removable plastic liner, 16-can capacity, zip top, two side mesh holsters, front zip and slash pockets, and padded adjustable fabric closure. handles. 11” X 13” X 6”. Screenprinted KW bug logo. Camo.

1433388-00  Bull’s Eye Camo Knife
Stainless steel drop-point blade and handle, lanyard hole, multiple grip points, and pocket clip. Pouch included. 3.5” (closed). Laser-engraved KENWORTH wordmark. Camo.
CUSTOMER REFERRAL PROGRAM
HOW ARE YOU FOLLOWING UP 30 DAYS AFTER A PURCHASE?
“WE FIND THAT OUR CUSTOMERS TAKE PRIDE IN THEIR CHOSEN DEALERSHIP. THEY LIKE WEARING OUR BRAND AND WE LIKE TO REINFORCE THAT.”
— LEE ULMER, ASSISTANT PARTS MANAGER, WHITEFORD KENWORTH

THANK YOU GIFTS
ARE YOU DOING SOMETHING QUARTERLY TO SAY “THANK YOU”??
“We received the koozies and they look great – we will definitely be ordering again!”
— EMILY SMITH, MARKETING MANAGER, EASTERN MICHIGAN KENWORTH

ANNUAL EVENTS
WHAT ARE YOU WEARING TO YOUR COMPANY PICNIC OR TEAM EVENTS?
“Thanks again for jumping through the hoops to get them to us. They really liked the giveaways and overall the show was a great success.”
— KYLE KIMBALL, VOCATIONAL MARKETING MANAGER, KENWORTH TRUCK CO.

NEW PRODUCT LAUNCH
HOW ARE YOU SPOTLIGHTING NEW PRODUCT?
“Kenworth merchandise has a fresh, new look that captures customers’ attention. The merchandise makes customers proud to display the Kenworth brand ranging from the traditional way to the fashion forward way.”
— KRISTI KOZIK, WICHITA KENWORTH

STORE OPENING
ARE YOU PREPARED FOR GRAND OPENING OR RE-OPENING?
“People really like the variety of Kenworth caps, and we sell a lot. Key chains and mugs too. People are proud of the brand.”
— ANDY RODRIGUEZ, FRENCH ELLISON

ANNIVERSARIES & RECOGNITION
HOW DO YOU CELEBRATE MILESTONES?
“I’d like to order a bunch more hats like we did end of last year with our name across the back. Previous stock was gone way too quickly as they turned into one of our better giveaways for our customers.”
— ROB CURTIS, NEW ENGLAND KENWORTH