



# Victory Motorcycles Nameplate



## The challenge

Sunwest was dissatisfied with their current supplier and sought GM Nameplate to manufacture a nameplate for Polaris' Victory Motorcycles brand. During the design process, challenges included the placement of the nameplate on the gas tank, as well as the intricacies of printing and embossing the graphics. As a sports vehicle, outdoor exposure also had to be taken into account. Several prototypes were sent to Sunwest to determine the right fit and desired look.

## Project goals

- Control the tolerances in printing and embossing the graphics
- Manufacture the nameplate to the required tight tolerances
- Produce an exact fit to prevent gaps during attachment
- Ensure the nameplate withstands prolonged outdoor exposure

## The solution

Intricate embossing requires tight tolerances to ensure an accurate nameplate. Without tight tolerances, the nameplate's design appears unaligned. To achieve an accurate part, registration holes are used. Registration holes tell the machine where to aim to create an exact matchup of the ink with the embossing. GMN achieved tight tolerances for the graphics to create a crisp, detailed nameplate.

**PARTS PER YEAR:**

**30K**

Since the nameplate would be adhered to the gas tank, the nameplate must be flush with the side of the tank. If warped, the nameplate would look subpar and may not adhere properly to the gas tank. Curvature accuracy proved instrumental in

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manufacturing an optimal nameplate.

To protect against outdoor exposure, GMN manufactured the nameplate with the same outdoor requirements as other automotive nameplates with scratch, mar, chemical, light, and gasoline resistance.

**STRINGENT  
DURABILITY  
REQUIREMENTS**

GMN manufactured two versions of the Victory Motorcycles nameplate. One version was gray and black, while the other featured four custom colors with a gold background. GMN screen printed all of the colors to ensure the colors did not bleed together.

The Victory Motorcycle nameplate demonstrates GMN's ability to manufacture parts with tight tolerance levels and the capability to adapt to customer needs.

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