

The Victory Tartan Story

The idea for a victory tartan was born on the 4th of July, well not quite the 4th, it was in July, mid July, just after the Americana International 2009 held in Newark. Victory had just celebrated their 10th birthday, Polaris Britain Ltd put on a wonderful spread, there was birthday cake, beer and plenty of goodies, Oh and did I mention beer. I thought, what can I do to repay their kindness and help celebrate Victory's birthday. Well as it happens at that time I was ordering a kilt for a wedding and on a search of the web I discovered that not only did the local Harley chapters have their own tartan but Harley Davidson have one as well, it's an orange and black tartan registered with the Tartan Registrar in Edinburgh, therefore, an official tartan. The penny dropped, a tartan would make the ideal gift. The first stage was to design the tartan. Tartan or plaid in Scotland is a woven material usually wool with an arrangement of different coloured stripes, the warp and the weft cross each other to form the "sett", the breadth and colours of the stripes being the same in both directions. Tartan in Scotland has traditionally been closely related to family names or clans, latterly the use of tartans in modern Scotland and elsewhere in the world has seen the emergence of the corporate tartan as part of a business or social club image.

The rationale or design for the Victory tartan is based on the Victory Motorcycles Tank badge. The black is the background. The grey is representative of the silver lettering and border. The gold is the wings to either side of the globe. The globe is represented by the azure and green, there is no green in the tank badge, so using a bit of designers licence. The green and blue is used to represent the earth, land green and water blue, to convey Polaris Industries, Inc's, commitment to the environment. The Azure is also the colour of the Scottish national flag, the St Andrews cross, and preserves the Scottish connection with the tartan. Finally, the red is the red "V" in the middle of the badge, there is no particular reason for the red to be a twin line, other than there is very few tartans with a twin red line making the tartan unique and easily recognisable. The tartan design had to be unique in choice of colours and thread count in order to pass the scrutiny of the Keeper of the Scottish Register of Tartan

That was 18 months ago, since then I was in contact with Mike Pedler the Sales and Marketing Manager for Polaris Britain Ltd. Mike's permission was required by the Keeper of the Scottish Register of Tartan in order for the tartan to be made an official corporate tartan. Permission was given, and on 22nd June 2010 the tartan was officially registered, (registration number 10,235) just in time for the tartan and framed registration certificate to be presented to Victory Motorcycles UK, at the Americana International 2010 rally.

In November 2010 the tartan was expertly woven and tailored into a kilt and waistcoats by Geoffrey tailor weavers and kilt makers, I was lucky enough to be invited to visit the weaving mills owned by Geoffrey tailors, within The Edinburgh Old Town Co premises on Castlehill in Edinburgh the weaving mill is situated next to Edinburgh Castle in an old water reservoir carved out of the castle rock, that many years ago supplied the old town of Edinburgh with its drinking water, the upper parts of the mill are open to the public and provides tourists with a spectacular opportunity to see the weaving of tartan cloth. If you are visiting Edinburgh the mill is well worth a visit and admission is free.

The Kilt was worn for the first time at the Victory Ambassadors meeting and at the Birmingham NEC during the first day of the MCN Motorcycle show.

Written by, Glenn Watson, Victory Ambassador for Scotland, UK



The Victory UK Ambassadors, at the Motorcycle Show, NEC Birmingham



On the Victory Stand in the NEC



Kilt outfit, evening ware.



Kilt pin specially made for the outfit



The tartan on the loom in the Edinburgh mills



The Scottish Register of Tartans

This is to certify that the following tartan has met the conditions
of registration set out in
the Scottish Register of Tartans Act, 2008.

Victory

Registration Number: 10,235

Thread count details

G/4 A10 GLD6 N14 K10 N4 K72 DR6 K/4
Half sett, full count at pivots

Colour Details

K=BLACK; DR=DARK RED; N=GREY; GLD=GOLD; A=AZURE; G=GREEN



Gavin P. Mackenzie

Keeper of the Scottish Register of Tartans
22 June 2010



THE NATIONAL ARCHIVES OF SCOTLAND
DEFINING MOMENTS IN HISTORY



The Scottish Government

The Registration Certificate.