

• HANDCRAFTED SADDLEBAGS •



• 2017 CATALOGUE •





Using equal parts steel, leather and labor, Willie and Max has become a storied motorcycle legend among riders and enthusiasts alike. Our master craftsmen have inherited the rich tradition of pride of work, using premium leather and time-honored techniques to make iconic, durable saddlebags and road gear. Willie & Max has earned its wings as the authentic American riding brand, designing and crafting the highest quality saddlebags and gear on the road today.

*Willie & Max*

## ONCE UPON A TIME

It's the story legends are made of. The year: 1972. Two friends, nicknamed "Willie" and "Max", were planning a three-day ride from suburban Chicago around Lake Michigan. They searched in vain for luggage to fit their Triumph Bonneville. Harley Davidson had heavy leather bags for its motorcycles, but they were expensive and not suited for other brands. The friends resigned themselves to roping clumsy duffel bags onto their seats (those were the days before bungee cords) and hoped they wouldn't lose or drench their gear."

## THE BIRTH OF AN IDEA

Willie, a talented artist, sketched a saddlebag design on a lunch napkin during their ride, wishing he had the proper gear to give him peace of mind on the road. Max later took that design to the contract sewing company he worked at. It was at that moment that an idea was born. Soon after, they had working prototype saddlebags that suited their needs - strong, lightweight, waterproof, handsome bags that would hold what they wanted and attached the way they wanted.



## THE SNOWBALL EFFECT

At the first stop of their inaugural ride, they pulled into a diner as other riders were leaving. The bikers asked Willie and Max where they had gotten their leather saddlebags. Max replied that he'd made them. One rider after another offered to buy the custom bags. When declined, Max was often asked if he would make a set for them, and was handed names and numbers. That same scene played out at stops all along their route. By the time the friends reached home, they had collected 10 orders. The seeds of a business were sown.



## LEGACY

Willie and Max sought the best leather — with the best quality roller pin buckles, D-rings that wouldn't rust, and chrome studs and conchos for decoration. Later, they released more styles and sizes and developed adjustable yokes, which go over or under the seat allowing the bags to fit nearly any motorcycle.

Today, all Willie & Max bags, including touring trunks, tool pouches, and swingarm bags are quality-made from premium leather and chrome. "It isn't really necessary", stated Max, "but we know how much our customers obsess about their rides."



## WILLIE & MAX: EVOLUTION

Willie & Max bags have evolved through thousands of rider miles to feature both classic and modern designs, and includes two different mounting options to truly fit your cycle (both hard mount and traditional throwover). Available in a variety of sizes, styles, materials, badging and trim, the Willie and Max brand has grown from obscurity to icon, allowing every rider to experience a custom look that is as custom as their own ride.







# THE WILLIE & MAX STORY

For over 28 years Willie and Max have been designing and producing the highest quality, most affordable motorcycle luggage available to the rider. Our entire line is made with our high-tech synthetic material which resembles the look, feel and strength of leather. This high-tech material is flame retardant and also contains ultra violet light and anti-microbial inhibitors. It will not fade, peel, crack or stain and repels water. In addition, our material will not mold or mildew. Our corporate motto represents what we believe in: "Designed by Riders for Riders."

In the late '70's, two friends, nicknamed Willie and Max, were planning a three-day ride from suburban Chicago around Lake Michigan. They searched in vain for luggage to fit their Triumph Bonneville's.

Harley Davidson had heavy leather bags for its motorcycles, but they were expensive and unsuitable for the Triumphs. The friends resigned themselves to tying clumsy duffel bags onto their seats (those were the days before bungee cords) and hoped that it wouldn't rain and drench their stuff. Then, Max had an idea. The contract sewing company he worked for had just received a sample of a new synthetic leather material called "naugahyde". He thought something could be made out of the stuff to fit the bikes. Willie, a talented artist, sketched a saddlebag design on a lunch napkin, and Max took it to work. Soon after, they had prototypes that suited their needs - strong, lightweight, waterproof, good looking luggage that would hold what they wanted and attached securely.

At the first stop on their ride, they pulled into a diner as other motorcyclists were leaving. The bikers asked Willie and Max where they had gotten the neat

bags. Max replied that he'd made them. One guy said he would like to buy bags like that, asked Max if he would make a set for him and handed them his name and number. That same scene played out at stops along their route. By the time the guys got home they had 10 orders, and the seed of a business was sown.

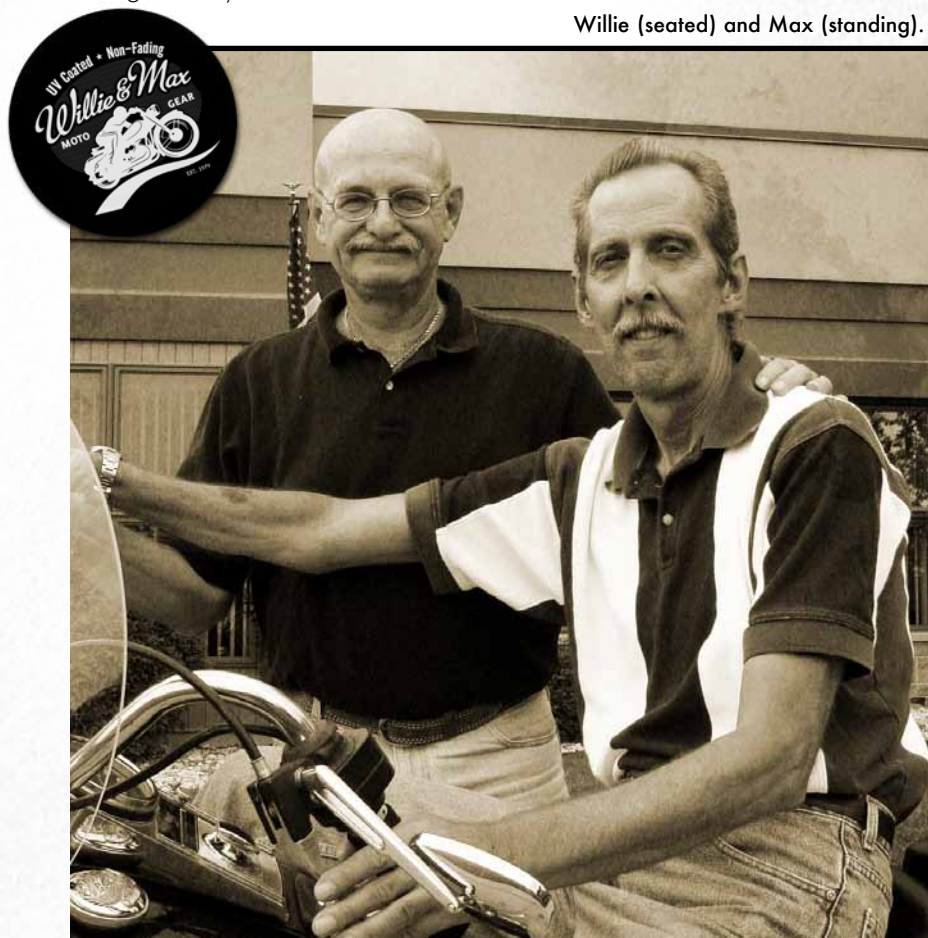
From the start, the partners were sold on the synthetic leather material. Because of the irregular size and shape of natural hides, there is a lot of waste when cutting them up for patterns. That makes real leather twice as expensive as synthetic and prices many folks out of the market. Leather bags are heavier, require maintenance to keep them looking good, and aren't waterproof. They did ask the manufacturer of the synthetic leather to make some changes. They wanted the material

thicker and therefore more rugged, and a UV coating was added so that sunlight wouldn't cause it to fade or deteriorate. They use the best quality roller pin buckles they can find, D-rings that wouldn't rust, chrome studs and conchos for decoration.

Later, they brought out more styles and sizes and developed adjustable yokes, which go over or under the seat, so the bags fit just about any motorcycle. Now, all Willie & Max bags, including touring trunks, tool pouches, and sissy bar bags are lined with corrugated plastic to maintain the bags' shape, even when empty.

"It wasn't really necessary", says Max, "but we know how much our customers care about their bikes' looks."

Willie (seated) and Max (standing).



# REVOLUTION

## CHANGING THE WAY WILLIE & MAX DOES SADDLEBAGS!



Traditional.

**STANDARD.** Stock No. 7101962 RRP \$439.95

Features reinforced backs, reinforced zip off yokes, powder coated wire frames and reinforced gussets retain saddlebag shape, quick release chrome buckles.

Synthetic Leather for the long haul.

**Fits: UNIVERSAL**

**Size: 20.5"x11.5"x6"**

**Willie & Max Stock No. SB1901**



Traditional.

**BELTED.** Stock No. 7101963 RRP \$449.95

Features reinforced backs, reinforced zip off yokes, powder coated wire frames and reinforced gussets retain saddlebag shape, quick release chrome buckles.

Synthetic Leather for the long haul.

**Fits: UNIVERSAL**

**Size: 20.5"x11.5"x6"**

**Willie & Max Stock No. SB1903**







## "DESIGNED BY RIDERS FOR RIDERS"



Slant.

### **COMPACT SLANT.** Stock No. 7101151 RRP \$319.95

Specifically designed to fit underneath the seat. Popular slant shape and narrow adjustable center yoke for better fit. Plastic reinforced for shape retention. Silver conchos and lace accent. Cable ties and laces are included for secure mounting.

**Size: 12"/9.5"/5.5"**

**Willie & Max Stock No. SB707 /Style 38381**



Slant.

### **COMPACT SLANT BRAID.** Stock No. 7101152 RRP \$339.95

Specifically designed to fit underneath the seat. Popular slant shape with a narrow adjustable center yoke for better fit. Plastic reinforced for shape retention. Accented with 3 strand braided edges. Cable ties and laces are included for secure mounting.

**Size: 12"/9.5"/5.5"**

**Willie & Max Stock No. SB707B /Style 38381**



Slant.

### **COMPACT SLANT STUD.** Stock No. 7101153 RRP \$379.95

Specifically designed to fit underneath the seat. Popular slant shape and narrow adjustable center yoke for better fit. Plastic reinforced for shape retention. Accented with chrome studs and gold and silver eagle conchos. Cable ties and laces are included for secure mounting.

**Size: 12"/9.5"/5.5"**

**Willie & Max Stock No. SB707S /Style 03612**



Slant.

### **SLANT.** Stock No. 7101149 RRP \$369.95

Black synthetic leather, angle design to conform to shocks, roller pin buckles and D-ring keepers. Adjustable yoke and plastic stiffeners for shape retention. Silver conchos and lace accent. Cable ties and laces are included for secure mounting.

**Size: 14"/12"/5.5"**

**Willie & Max Stock No. SB700 /Style 03612**



Slant.

### **SUPER BLACK MAGIC.** Stock No. 7101158 RRP \$449.95

The same style as the SB708 Black Magic Saddlebag, except in a larger size. This black synthetic leather saddlebag is also plastic reinforced for shape retention. Cable ties and laces are included for secure mounting.

**Size: 16"/11"/6.5"**

**Willie & Max Stock No. SB736 /Style 67162**



Slant.

### **SUPER GREY THUNDER.** Stock No. 7101159 RRP \$449.95

The same style as the SB705 Gray Thunder Saddlebag, except in a larger size. Black synthetic leather with a unique gray trim, gray braided edges. The Gray Thunder bags are plastic reinforced for shape retention. Cable ties and laces are included for secure mounting.

**Size: 16"/11"/6.5"**

**Willie & Max Stock No. SB745 /Style 67162**



"WE KNOW HOW MUCH OUR CUSTOMERS CARE  
ABOUT THEIR BIKES LOOKS"



*Willie & Max*





# "DESIGNED BY RIDERS FOR RIDERS"



## Slant. **FLEETSIDE SLANT.** Stock No. 7101155 RRP \$399.95

Black synthetic leather, large capacity and popular slant shape. Double roller pin buckles and braided trim. Plastic reinforced for better shape retention with an internal snap flap for added security. Adjustable center yoke allows mounting over or under seat. Cable ties and laces are included for secure mounting.

**Size: 16"/11"/6.5"**

**Willie & Max Stock No. SB709 /Style 87532**



## Slant. **FLEETSIDE DELUXE.** Stock No. 7101156 RRP \$409.95

Black synthetic leather, large capacity and popular slant shape. Double roller pin buckles and internal snap flap for added security. Plastic reinforced for shape retention with an adjustable center yoke that allows mounting under or over the seat. Silver concho and lace accent. Cable ties and laces are included for secure mounting.

**Size: 16"/11"/6.5"**

**Willie & Max Stock No. SB718 /Style 87532**



## Slant. **FLEETSIDE STUDED.** Stock No. 7101157 RRP \$429.95

Black synthetic leather, large capacity and popular slant shape. Double roller pin buckles and internal snap flap for added security. Plastic reinforced for shape retention. Adjustable center yoke allows mounting under or over the seat. Accented with chrome studs and gold and silver eagle conchos. Cable ties and laces are included for secure mounting.

**Size: 16"/11"/6.5"**

**Willie & Max Stock No. SB727 /Style 87532**



## Traditional. **STANDARD TOURING.** Stock No. 7101167 RRP \$399.95

Black synthetic leather, heavy 2" roller pin buckles and D-ring keepers with internal snap flaps for additional security and an adjustable center yoke. Plastic reinforced for shape retention, embossed with antique silver eagles. Cable ties and laces are included for secure mounting.

**Size: 14"/13"/5.5"**

**Willie & Max Stock No. SB311 /Style 87532**



## Traditional. **WILD WILLIE.** Stock No. 7101145 RRP \$399.95

Black synthetic leather, large single buckle main compartments, (2" roller pin buckle) 4 external pockets, 2 per side with 1" roller pin buckle closure. Main compartments are plastic reinforced for shape retention. Adjustable yoke for mounting under or over the seat. Cable ties and laces are included for secure mounting.

**Size: 14.5"/12.5"/5.5"**

**Willie & Max Stock No. SB370 /Style 87532**



## Traditional. **MECHANIC.** Stock No. 7101147 RRP \$449.95

Black synthetic leather, adjustable yoke, roller pin buckles and D-ring keepers. Main compartments are plastic reinforced for shape retention. Each tool compartment has slots for 5 wrenches (10 in all) and a snap pouch for screwdrivers, pliers and other small tools. Cable ties and laces are included for secure mounting.

**Size: 14.5"/12.5"/5.5"**

**Willie & Max Stock No. SB444 /Style 67162**



## Traditional. **TOUR BRAIDED.** Stock No. 7101141 RRP \$399.95

Black Synthetic leather, heavy roller pin buckles and D-ring keepers and adjustable yoke. Plastic reinforced for shape retention. Accented with triple strand braided edges. Cable ties and laces are included for secure mounting.

**Size: 14.5"/12"/5.5"**

**Willie & Max Stock No. SB330 /Style 87532**



## Traditional. **AMERICAN CLASSIC.** Stock No. 7101146 RRP \$399.95

Black synthetic leather, studs, conchos, and fringe. Box style flap with roller pin buckles and D-ring keepers, adjustable center yoke for mounting under or over the seat. Plastic reinforced for shape retention. Cable ties and laces are included for secure mounting.

**Size: 14.5"/11.5"/5.5"**

**Willie & Max Stock No. SB380 /Style 87532**



## Traditional. **TOUR STUDED.** Stock No. 7101142 RRP \$399.95

Black synthetic leather, heavy roller pin buckles, D-ring keepers and an adjustable yoke. Plastic reinforced for shape retention. Accented with chrome studs and gold and silver eagle conchos. Cable ties and laces are included for secure mounting.

**Size: 14.5"/12"/5.5"**

**Willie & Max Stock No. SB340 /Style 87532**







# "DESIGNED BY RIDERS FOR RIDERS"



## Travel Trunk.

### MAX-PAX STUDDER. Stock No. 7101186 RRP \$299.95

Built with our high tech synthetic leather in 10 styles. Designed to match most "Willie & Max™" saddlebags. Large main compartment, plastic reinforced, with double buckle closure. Attaches to most sissy bars with easy to use 2" hook and loop straps. 4 lace points for securing to luggage rack, (laces included). Mounting: For proper mounting, use hook and loop strap and all 4 tie down tabs. The Max - Pax must be supported by a fender luggage rack.

Size: 13"/9.5"/10"

Willie & Max Stock No. TT508 /Style 53091



## Travel Trunk.

### MAX-PAX STANDARD. Stock No. 7101184 RRP \$269.95

Built with our high tech synthetic leather in 10 styles. Designed to match most "Willie & Max™" saddlebags. Large main compartment, plastic reinforced, with double buckle closure. Attaches to most sissy bars with easy to use 2" hook and loop straps. 4 lace points for securing to luggage rack, (laces included). Mounting: For proper mounting, use hook and loop strap and all 4 tiedown tabs. The Max - Pax must be supported by a fender luggage rack.

Size: 13"/9.5"/10"

Willie & Max Stock No. TT505 /Style 68751



## Tool pouch

### STANDARD. Stock No. 7101171 RRP \$119.95

Black synthetic leather, roller pin buckles closure, security snap flap and easy tie-on mounting. Plastic reinforced for shape retention.

Size: 12"/5"/2.5"

Willie & Max Stock No. TP100 /Style 4966



## Tool pouch

### DELUXE. Stock No. 7101172 RRP \$119.95

Black synthetic leather, roller pin buckles closure, security snap flap and easy tie-on mounting. Plastic reinforced for shape retention. Accented with silver concho and lace.

Size: 12"/5"/2.5"

Willie & Max Stock No. TP100D /Style 4966



## Tool pouch

### STUDDER. Stock No. 7101174 RRP \$119.95

Black synthetic leather, mounts to front fork or sissy bar with our new hook and loop strap, (included). Accented with chrome studs and a gold and silver eagle concho. Plastic reinforced for shape retention.

Size: 12"/5"/2.5"

Willie & Max Stock No. TP242 /Style 4966



## Tool pouch

### BRAIDED. Stock No. 7101173 RRP \$119.95

Black synthetic leather, mounts to front fork or sissy bar with our new hook and loop strap, (included). Accented with triple strand braided edges. Plastic reinforced for shape retention.

Size: 12"/5"/2.5"

Willie & Max Stock No. TP232 /Style 4966



## Sissy Bar Bag.

### STUDDER. Stock No. 7101161 RRP \$119.95

Black synthetic leather, roller pin buckles closure and security snap flap with convenient tie-on mounting. Plastic reinforced for shape retention. Accented with chrome studs and a gold and silver eagle concho.

Size: 8"/10"/4.5"

Willie & Max Stock No. SBB441 /Style 3437



## Sissy Bar Bag.

### BRAIDED. Stock No. 7101165 RRP \$109.95

Black synthetic leather, roller pin buckles closure, security snap flap and tie-on mounting. Plastic reinforced for shape retention. Accented with triple stand braided edges.

Size: 8"/10"/4.5"

Willie & Max Stock No. SBB481 /Style 4966



### UNIVERSAL S'BAG SUPPORTS. Stock No. 7101135 RRP \$129.95

The Willie & Max Hard-Mount Kit is designed to allow the bags to be hard mounted to the bike and is not intended to be a quick release system. The hard mount saddlebag support kit replaces OEM saddlebag supports and eliminates the need for the throw over yoke system.

Willie & Max Stock No. HM633 /Style 4966







# INNOVATIVE DESIGN



You asked for it, and we're giving it to you! All Willie & Max Saddlebags have been re-engineered to meet your needs. We have included our **NEW QUICK RELEASE** zippered yoke system, **QUICK RELEASE LOCKABLE** buckles and **REMOVABLE** carry handles. Our Sissy Bar Bags & Tour Trunks now come with **QUICK RELEASE LOCKABLE** buckles and convenient carry handles. For over 25 years **Willie & Max** have been designing and producing the highest quality, most affordable motorcycle luggage available to the rider.

OUR CORPORATE MOTTO REPRESENTS WHAT WE BELIEVE IN:

**"DESIGNED BY RIDERS  
FOR RIDERS"**

**1** Attach harness to motorcycle



**2** Unzip saddlebag from harness



**3** Carry saddlebags as required  
(Handles on inner side of bag)



**Now you can just simply Zip off your saddle bags from the yoke!**

## FITTING INSTRUCTIONS FOR WILLIE & MAX LUGGAGE

**The proper measurements that are required for our universally fitting bags are as follows:**

**1** Measure side to side, from the back of the saddle, (riders position) to the arm of the directional signal, and compare the width measurements of the desired Willie & Max saddlebag. This measurement should be greater than the bag width.

**2** Measure from top to bottom. Use the bottom of the seat pad to the top of the exhaust pipe as a reference, and allow no less than 1" greater than the height of the desired bag for clearance.

Using the lace that tied the two halves together, overlap the two yokes, aligning the holes, making sure that you will have enough clearance to keep the bottom of the bag from touching the exhaust pipes. Check the clearance of the bags from the pipes with the bags loaded to ensure that touching will not happen at any time. Each yoke has multiple holes punched into them. Depending on the width and thickness of your seat, position the yokes so that they are long enough to overlap and hang without obstruction. Lace the two sides together as you would a shoe, crisscrossing the lace. Tie the ends together with a secure knot. Excess lace can be cut off. Seal the ends with a match or a lighter to ensure that they don't unravel.

Place the bags over your seat, (making sure that it faces forward for our slant style bags). You will be able to determine the front by looking at the bag, it should look like it leans forward. Please note that we highly recommend saddlebag supports. Your dealer should be able to help you get them. There are additional laces or cable ties included in your bags. Each half bag has two web tabs on the sides. Using the additional laces or cable ties, secure the tabs to your motorcycle. This is a must requirement! This secures each half bag to your motorcycle. Because our products fit a number of styles and sizes of motorcycles, we do not have specific places we recommend to secure the tabs to your bike. However, there are numerous securing points on your bike to accomplish this task.



## FREQUENTLY ASKED QUESTIONS?

**Will the bag I like fit my bike?**

After viewing all of our styles, shapes and sizes pick the bag that you like and then check the measurements listed for the bags that you want. Use a ruler on your own motorcycle to make sure it will fit. Every bike is different; use our illustrated reference guide.

**Will your bags fit over my seat or can I hard mount them to my bike?**

All of our bags are designed to be mounted over or under the seat. Our bags can also be used with quick release and hard mount products using our hard mount saddlebag support brackets.

**Do you make bags for specific motorcycles?**

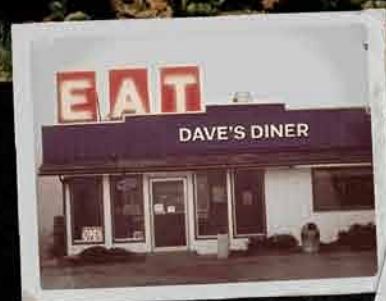
We do not make specific bags for specific bikes. Our saddlebags are designed to universally fit most of the standard bikes on the market.

**Do you recommend and sell saddlebag supports?**

Yes we definitely recommend saddlebag supports. Without these there is potential for the saddlebags to contact the rear tyre / wheel and compromise your motorcycles safety.







Willie & Max



• HANDCRAFTED SADDLEBAGS •



*Willie & Max*

Mix a little  
**"American Ingenuity"** with  
clever designs and rugged, high quality  
materials.... the result is stylish, functional  
and economical luggage by **Willie & Max.**



FREECALL : 1300 300 191

FREEFAX : 1300 300 181

or visit

[www.mcleodaccessories.com.au](http://www.mcleodaccessories.com.au)

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