



GO SMARTER

Simplifying Life On-The-Go

Consumers carry an average of more than 100 items in their vehicles. The GoGear® range of interior accessories meets consumer needs for all organization, convenience, and sun protection.

Superior Product Performance

All GoGear products are built with durable, high quality materials to meet consumers' active lifestyles. With innovative design initiatives, you'll find GoGear products perform better, fit better and organize better.

Excellent Value

Rugged, reliable, functional GoGear products are built to rigorous specifications. They may cost a little more but satisfied consumers agree they're worth it.



GO FUNCTIONAL GO ORGANIZED GO SMART

GoGear continues to take soft-side organization to new heights. Continuing with the highest possible standards, you will find never seen before innovation.



INNOVATION IN SOFT-SIDED ORGANIZERS



ClickLock™ closures provide secure and confident one-handed operation



Smart landing zones create the ideal spot for smartphones



10" H
9.5" W
15" D

CENTER-BLA **NEWPRODUCT** Center Seat Organizer™

3 pcs.

OPEN STOCK TRAY PACK CLIP STRIP SIDE KICK FLOOR DISPLAY

CENTER-BLA

- Removable beverage cooler holds six 12 ounce cans
- Multiple pockets and divided storage
- Magnetic lid keeps items out of view



14.5" H
12.5" W
7.5" D

TOWER-BLA **NEWPRODUCT** Tower Organizer™

3 pcs.

OPEN STOCK TRAY PACK CLIP STRIP SIDE KICK FLOOR DISPLAY

TOWER-BLA

- Two-level storage provides quick and easy access
- Multiple pockets and divided storage
- Magnetic lid keeps items out of view



5" H
11.5" W
11" D

CNSLPLUS-BLA **NEWPRODUCT** Console Plus Organizer™

3 pcs.

OPEN STOCK TRAY PACK CLIP STRIP SIDE KICK FLOOR DISPLAY

CNSLPLUS-BLA

- Unique mobile phone landing pad
- Multiple pockets and divided storage
- Magnetic lid keeps items out of view

DRAMATIC SHELF IMPACT

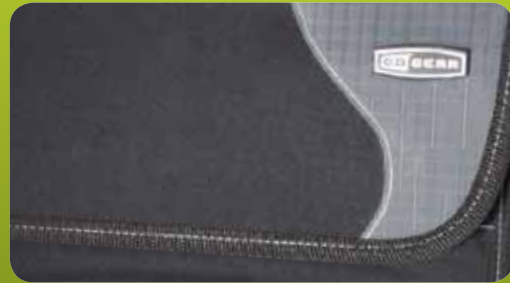
NEW PACKAGING

New GoGear branding efforts result in a fresh, clean look that engages consumers:

- new logo emphasizes the GoGear strengths: *rugged, reliable, ready for anything™*
- new color palette expands your retail impact, while making it easier for consumers to shop the category, resulting in increased sales and satisfaction
- simplified messaging emphasizes key product features and benefits



Dual level storage makes access easy and efficient



Rugged NyMax™ combined with contemporary accent materials and upscale stitching produce a durable product with luxury vehicle styling



5" H
11.5" W
9.5" D

CMPTPLUS-BLA **NEW PRODUCT** Compact Plus Organizer™

3 pcs.

OPEN STOCK TRAY PACK CLIP STRIP SIDE KICK FLOOR DISPLAY

CMPTPLUS-BLA

- Magnetic covered storage conceals valuables
- Keep your vehicle clutter free
- Perfect for the value minded customer



10.5" H
17" W
8.5" D

HANDLER-BLA **NEW PRODUCT** Cargo Handler™

3 pcs.

OPEN STOCK TRAY PACK CLIP STRIP SIDE KICK FLOOR DISPLAY

HANDLER-BLA

- Shaped to leave main cargo area open for other needs
- Multiple pockets and divided storage
- Magnetic lid keeps items out of view



14.5" H
14.5" W
1.5" D

BACKPLUS-BLA **NEW PRODUCT** Back of Seat Plus Organizer™

3 pcs.

OPEN STOCK TRAY PACK CLIP STRIP SIDE KICK FLOOR DISPLAY

BACKPLUS-BLA

- Hangs from any vehicle head rest
- Five large pockets for activities and other necessities
- Great for vehicles with limited space

www.GoGearMobile.com





MINIORG
Mini Organizer™

5.75" H
9" W
4" D

- 3 pcs.
- OPEN STOCK
- TRAY PACK
- CLIP STRIP
- SIDE KICK
- FLOOR DISPLAY

MINIORG

- Adaptable: can slide into or between seats
- Removable divider to customize your storage areas
- Stores easily under your seat when not in use



BACKORG
Back of Seat Organizer™

16.5" H
14.5" W
.25" D

- 3 pcs.
- OPEN STOCK
- TRAY PACK
- CLIP STRIP
- SIDE KICK
- FLOOR DISPLAY

BACKORG

- Mesh pockets keep items neatly organized and accessible
- Tool straps keep tools handy
- Umbrella holder for unexpected wet weather



SIDEORG-BLA
Side of Seat Organizer™

14" H
16.5" W
.25" D

- 3 pcs.
- OPEN STOCK
- TRAY PACK
- CLIP STRIP
- SIDE KICK
- FLOOR DISPLAY

SIDEORG-BLA

- Unique design utilizes unused space on the side of the seat
- Dispenses tissues and wet wipes with ease
- Special larger pocket holds hand sanitizer, and multipurpose pocket for other small items

GOTRADITIONAL FOR COMPLEMENTARY SALES

Traditional organizers continue to see strong sales, especially when merchandised alongside new soft-sided organizers. Most feature adjustable drink holders that lock in place, securing everything from coffee mugs to oversized beverages. Choose your style: open storage or closed compartments to best suit your consumers needs.



9" H
13.5" W
14.5" D

BLA **CHA**
Black Charcoal

SSC-BLA/DLX, SSC-CHA/DLX
Bench/Rear Seat Deluxe Console

- 1 pc.
- OPEN STOCK
- TRAY PACK
- CLIP STRIP
- SIDE KICK
- FLOOR DISPLAY

SSC

- Includes added features: overmolded lid, trash can, retail display box
- Segmented organization areas for CD's, tissue, cell phone, coins
- Two adjustable locking drink holders secure drinks from 6 to 64 oz.



9" H
10.5" W
14.5" D

BLA **CHA**
Black Charcoal

BENCH-BLA, BENCH-CHA
Bench Console

- 1 pc.
- OPEN STOCK
- TRAY PACK
- CLIP STRIP
- SIDE KICK
- FLOOR DISPLAY

BENCH

- Stores CD's and travel items
- Small compartments to dispense tissues, segment coins and hold small items
- Two adjustable locking holders secure drinks from 6 to 64 oz.



6" H
9.5" W
13.5" D

BLA **CHA**
Black Charcoal

SC-BLA, SC-CHA
Seat Console

- 2 pcs.
- 2 pcs.
- OPEN STOCK
- TRAY PACK
- CLIP STRIP
- SIDE KICK
- FLOOR DISPLAY

SC SEE PAGE 54

- Designed to mount to floors, humps or seats
- Includes storage for CD's, pens, coins and much more
- Two adjustable locking drink holders accommodate most size drinks



UNDERORG
Underseat Organizer™ 4.5" H
10" W
11" D

3 pcs.



UNDERORG

- Designed to fit underneath most bench or split-style seats
- Convenient straps organize small vehicle tools
- Exterior pockets for visibility and easy access



CARGO-BLA-2
Trunk Organizer 8.5" H
13.5" W
12.5" D

3 pcs.



CARGO-BLA-2

- Keeps smaller trunks or cargo areas organized
- Removable divider to customize organizer to fit your needs
- Sturdy Ny-Max™ material stands up to heavy consumer use



TRU-BLA-PDQ
Storage Master®
Cargo Organizer™ 12" H
43" W
9" D

3 pcs.



TRU-BLA-PDQ

- Organize your trunk or cargo area with three segmented compartments
- Sturdy plastic frame, supported by durable steel tubing and heavy-duty netting
- Length adjusts from 37" to 43" and folds out of the way when not in use



4" H
8" W
13" D

BLA **CHA**
Black Charcoal

EFF-BLA, EFF-CHA
Efficiency Console



EFF EFF-CHA-PDQ

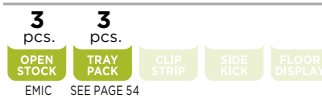
- Economy console stores common travel items
- Storage for coins and CD's
- Two drink holders hold small to medium sized drinks



4.5" H
9.5" W
9.5" D

BLA **CHA**
Black Charcoal

EMIC-BLA, EMIC-CHA
Mini Console



EMIC SEE PAGE 54

- Designed for efficient organization
- Storage for coins and CD's
- Two adjustable locking drink holders accommodate most size drinks



SMT
Twin Cupholder



SMT

- Includes two adjustable drink holders and a convenient personal organizer
- Unit mounts easily and securely to console, armrest or floor
- Console strap included



RETRO-CHA
Retro Cupholder



RETRO-CHA
CHA RETRO-CHA
PDQ

- Designed to instantly convert built-in cupholders to adjustable locking drink holders
- Securely holds drinks from 6 to 64 oz.
- Ideal for any vehicle



SEJ
Junior Cupholder



SEJ

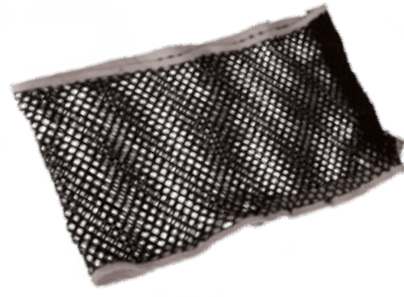
- Eurostyled drink holder is ideal for compact spaces
- Single drink holder adjusts to fit drinks from 6 to 32 oz.
- Mounts easily to armrest, console or floor



SEE THE GOBAND™
IN ACTION

GOBAND™

The innovative GoBand™ incorporates a stretchable fabric that slips over the passenger seat to hold your items securely in place. It can easily be slid out of the way if you have a passenger. Consumers will find the GoBand to be the convenience they can't live without.



GOBAND GoBand™ Seat Organizer

6
pcs.



GOBAND

- Quick convenience at your fingertips
- Prevents items from spilling or rolling while driving or stopping suddenly
- Easily slides out of the way for passenger

BONUS CLIP



VSR-20 Visor Organizer: 20 CDs + Sun Visor

6
pcs.



VSR-20

- Unique fold-out sun visor blocks the sun from the left and the front
- Two-sided storage space for 20 CD's
- Bonus sunglasses clip included

BONUS CLIP



VSR-16 Visor Organizer: 16 CDs + Mirror

6
pcs.



VSR-16

- Integrated vanity mirror
- Two-sided storage space for 16 CD's plus all-purpose pocket and pen holder
- Bonus sunglasses clip included



VSR-10 Visor Organizer: 10 CDs

6
pcs.



VSR-10

- Storage space for 10 CD's
- All-purpose pocket and pen holder
- Durable Ny-Max material stands up to the toughest demands



VSR Visor Organizer™

6
pcs.



VSR

- Storage space for MP3 Player
- All-purpose pocket and pen holder
- Durable Ny-Max material stands up to the toughest demands



VENT-05
Vent Pack Organizer

6 pcs.	6 pcs.	18 pcs.
OPEN STOCK	TRAY PACK	CLIP STRIP
VENT-05	VENT-05-CS	VENT-05-SK

- Durable netting allows you to see inside the organizer
- Adjustable clip fits almost any vent
- Easy to move, simple to use



VENT-10
Vent Pack XL Organizer

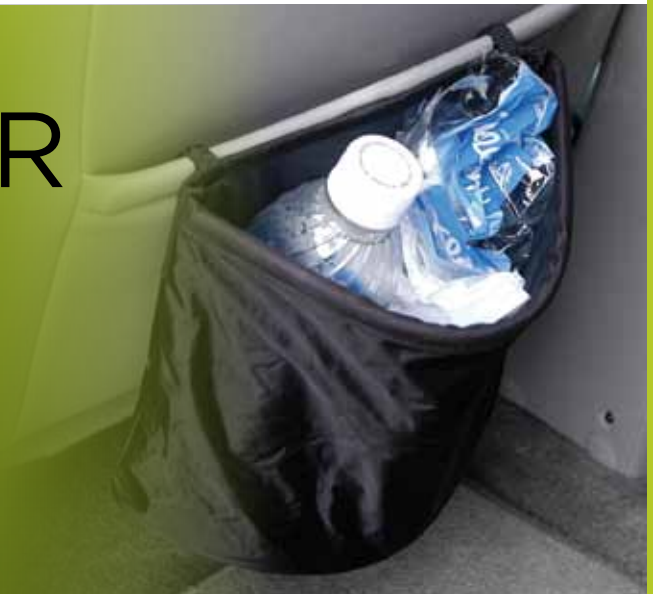
6 pcs.	6 pcs.	18 pcs.
OPEN STOCK	TRAY PACK	CLIP STRIP
VENT-10	VENT-10-CS	VENT-10-SK

- Large enough for a smartphone or MP3 player
- Bonus front pocket sized to fit slim cell phones
- Adjustable clip fits almost any vent

GO CLEANER

Space Saver Trash Cans™ are designed with a flat side so they can attach to a console, door, gear shift or seat pocket. Pop-Up Trash Cans™ pop up to use, collapse down to store, and include a special tab on the bottom to prevent tipping and rolling.

All GoGear® trash cans feature water-resistant lining to prevent spilling or leaking.



TRASH-BLA
Pop-Up Trash Can™

8" H
6" W
6" D

6 pcs.	6 pcs.	6 pcs.	12 pcs.
OPEN STOCK	TRAY PACK	CLIP STRIP	SIDE KICK
TRASH-BLA	TRASH-BLA-PDQ	TRASH-BLA-CS	TRASH-BLA-SK

- Pops up to use, collapses down to store
- Treated liner helps contain spills and cleans easily
- Special tab on bottom keeps can from tipping and rolling



TRASH13-BLA-PDQ
Tall Pop-Up Trash Can™

13" H
9.5" W
9.5" D

6 pcs.	6 pcs.
OPEN STOCK	CLIP STRIP
TRASH13-BLA-PDQ	TRASH13-BLA-CS



Side View

TRASH10-BLA
Space Saver Trash Can™

10" H
10" W
5" D

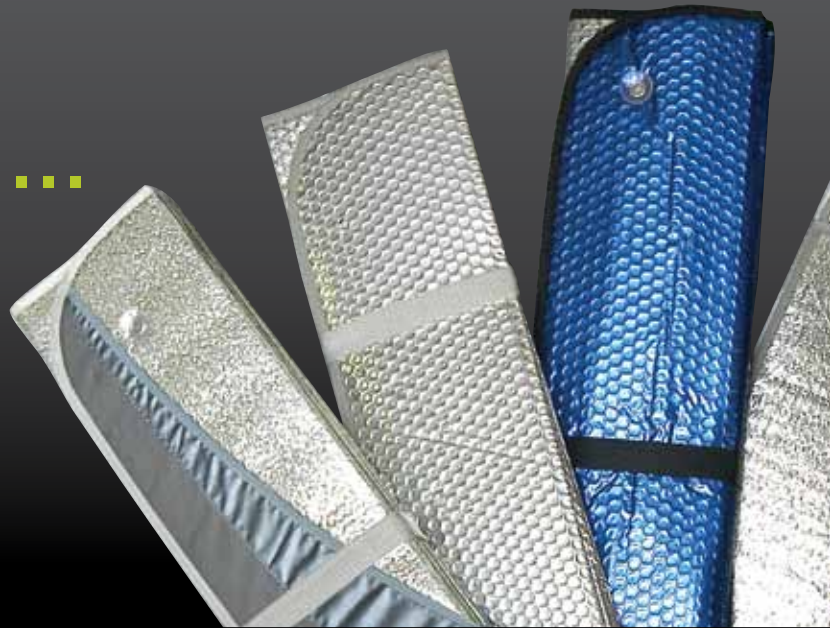
6 pcs.	6 pcs.
OPEN STOCK	CLIP STRIP
TRASH10-BLA	TRASH10-BLA-CS

- Slim design utilizes vehicle space more efficiently
- Attaches to console, door, gear shift or seat pocket

GO COOLER...

... And Heat Up Sales!

GoGear® sunshades feature an intuitive 50/100/250 performance rating system, making it easier to educate consumers and trade them up to higher quality solutions. Snug-Fit™ neckline design keeps vehicles cooler, fitting over 95% of vehicles on the market (nearly 20% more than the competition). New designs and packaging in 2013 dramatically boost shelf presence and improve the consumer experience.



50
QUALITY LEVEL

BASIC 2 LAYER

Our basic foam insulator with a reflective mylar coating to deliver basic durability for the economical consumer



SILVER - 50

STANDARD SIZE

6 pcs.

OPEN STOCK

SP120901S
Without Tray

6 pcs.

TRAY PACK

SP120201S
With Tray

JUMBO SIZE

6 pcs.

OPEN STOCK

SP120901J
Without Tray

6 pcs.

TRAY PACK

SP120201J
With Tray

100
QUALITY LEVEL

ADVANCED 3 LAYER

Two reflective layers of mylar around an extra thick air insulator provide up to 10 times more rigidity than a basic two layer shade



SILVER - 100

STANDARD SIZE

6 pcs.

OPEN STOCK

SP130901S
Without Tray

6 pcs.

TRAY PACK

SP130801S
With Tray

JUMBO SIZE

6 pcs.

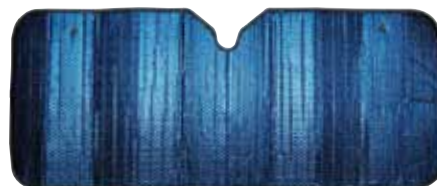
OPEN STOCK

SP130901J
Without Tray

6 pcs.

TRAY PACK

SP130801J
With Tray



BLUE - 100

STANDARD SIZE

6 pcs.

OPEN STOCK

SP130902S
Without Tray

6 pcs.

TRAY PACK

SP130802S
With Tray

JUMBO SIZE

6 pcs.

OPEN STOCK

SP130902J
Without Tray

6 pcs.

TRAY PACK

SP130802J
With Tray



250
QUALITY LEVEL

PREMIUM 3 LAYER

Features a double thick foam insulator and bonded mylar backer to create up to 25 times more rigidity than a basic 2 layer shade. Each 250 level shade has a sewn or print pattern

Show Your True Colors

One of our most popular sunshades, the Patriot Sunshade features a premium 3 layer construction (250 performance rating) for maximum durability. Its double thick foam insulator and bonded mylar backer create up to 25 times more rigidity than a basic 2 layer shade. Perfect for Father's Day, Memorial Day, Veterans Day or any day you want to show your true colors.



THE PATRIOT - 250 Show your True Colors

- | | | | |
|---------------------------|---------------------------|---------------------------|---------------------------|
| STANDARD SIZE | | JUMBO SIZE | |
| 6 pcs.
OPEN STOCK | 6 pcs.
TRAY PACK | 6 pcs.
OPEN STOCK | 6 pcs.
TRAY PACK |
| SP120920S
Without Tray | SP120620S
Without Tray | SP120920J
Without Tray | SP120620J
Without Tray |



BOARDWALK - 250 Contemporary Geometry

- | | |
|------------------------|------------------------|
| STANDARD SIZE | JUMBO SIZE |
| 6 pcs.
TRAY PACK | 6 pcs.
TRAY PACK |
| SP120915S
With Tray | SP120915J
With Tray |



ISLAND SUNSET - 250 Life is a Beach

- | | |
|------------------------|------------------------|
| STANDARD SIZE | JUMBO SIZE |
| 6 pcs.
TRAY PACK | 6 pcs.
TRAY PACK |
| SP120910S
With Tray | SP120910J
With Tray |



SAIL AWAY - 250 Inspires the Journey

- | | | | |
|---------------------------|------------------------|---------------------------|------------------------|
| STANDARD SIZE | | JUMBO SIZE | |
| 6 pcs.
OPEN STOCK | 6 pcs.
TRAY PACK | 6 pcs.
OPEN STOCK | 6 pcs.
TRAY PACK |
| SP120903S
Without Tray | SP120403S
With Tray | SP120903J
Without Tray | SP120403J
With Tray |



CARBON FIBER - 250 Contemporary Pattern

- | | | | |
|---------------------------|------------------------|---------------------------|------------------------|
| STANDARD SIZE | | JUMBO SIZE | |
| 6 pcs.
OPEN STOCK | 6 pcs.
TRAY PACK | 6 pcs.
OPEN STOCK | 6 pcs.
TRAY PACK |
| SP120905S
Without Tray | SP120605S
With Tray | SP120905J
Without Tray | SP120605J
With Tray |

STANDARD SIZE : 57" W x 23" H | JUMBO SIZE : 65" W x 27" H

POP-UP SHADES

- Ultra compact design minimizes storage space
- Easily pops up to use and folds down to store



Island Sunset - Life is a Beach

STANDARD SIZE		JUMBO SIZE	
6 pcs.	6 pcs.	6 pcs.	36 pcs.
OPEN STOCK	FLOOR DISPLAY	OPEN STOCK	FLOOR DISPLAY
SP240610S	SP240610SFD	SP240610J	SP240610JFD



Flower Power - Energetic Playful Design

STANDARD SIZE		JUMBO SIZE	
6 pcs.	36 pcs.	6 pcs.	36 pcs.
OPEN STOCK	FLOOR DISPLAY	OPEN STOCK	FLOOR DISPLAY
SP240620S	SP240620SFD	SP240620J	SP240620JFD



Sail Away - Inspires the Journey

STANDARD SIZE		JUMBO SIZE	
6 pcs.	36 pcs.	6 pcs.	36 pcs.
OPEN STOCK	FLOOR DISPLAY	OPEN STOCK	FLOOR DISPLAY
SP240603S	SP240603SFD	SP240603J	SP240603JFD



Silver - Simple Neutral Style

STANDARD SIZE		JUMBO SIZE		SUPER JUMBO 38"W x 31"H
6 pcs.	36 pcs.	6 pcs.	36 pcs.	
OPEN STOCK	FLOOR DISPLAY	OPEN STOCK	FLOOR DISPLAY	OPEN STOCK
SP240401S	SP240401SFD	SP240401J	SP240401JFD	SP240401P

SP571204

PERSONAL TOWER FAN

The Personal Tower Fan is the only fan designed for today's vehicles. 12V of power directs cool air, even to rear seat passengers who may receive less air. Fits conveniently in any cupholder. Simply adjust the louvers to direct as much or little air flow as desired.



SP571204

- Personal use fan fits any cupholder
- Great for both front and rear seat passengers
- Provides additional comfort and airflow on hot summer days



SP570804 12V Oscillating Fan



SP570804

- Powers from any standard vehicle 12V outlet
- Oscillates 90 degrees to cool the entire vehicle
- Includes clamp and screws for easy attachment to console or dash



SP2603041 Corner QuickCling™



SP2603041

- Press and stick innovation - no suction cups
- Remove and replace easily - no marks or residue
- Filters heat and sun for backseat passengers



SP2605042 QuickCling Pop Up Side Shade



SP260-5042

SP260-5042CS

SP260-5042SK

- Press and stick innovation - no suction cups
- Remove and replace easily - no marks or residue
- Filters heat and sun for backseat passengers



SP2805042 Pop Up Side Shade



SP280-5042

SP280-5042CS

SP280-5042SK

- Easy to remove and reuse
- Filters heat and glare for backseat passengers
- Attaches easily to side windows using suction cups (included)



SP280804R Rear Window Shade



SP280-804R

- Easy to remove and reuse
- Filters heat and sun for backseat passengers
- Attaches easily to side windows using suction cups (included)



SP3503041 Pull Down Side Shade



SP350-3041

- Attaches to side window using suction cups or held in place by window
- Pulls down to filter sunlight, heat and glare
- Rolls up at the touch of a button



SP4605041 Cling Shade



SP460-5041

- Attaches to side window using static energy
- Filters heat and glare safely and easily
- Won't damage windows

MERCHANDISING MENU

- OPEN STOCK
- TRAY PACK
- CLIP STRIP
- SIDE KICK
- FLOOR DISPLAY



TRAY PACKS

Organize your planogram and boost holding power

Part #	Description	Pcs.
1220702013	Euro Mini Console (Charcoal)	3 pcs.
1220702053	Euro Mini Console (Black)	3 pcs.
1220715013	Seat Console (Charcoal)	2 pcs.
1220715053	Seat Console (Black)	2 pcs.
ASH-COIN	Ash Bin with bonus coin holder	6 pcs.
CARGO-BLA	Cargo Organizer	3 pcs.
CARGO-CAR-PDQ	Cargo Carrier	3 pcs.
CMPTORG-BLA-PDQ	Compact Organizer	3 pcs.
EFF-CHA/PDQ	Efficiency Console (Charcoal)	5 pcs.
FULLORG-BLA-PDQ	Full Size Organizer	3 pcs.
OTS2-BLA-PDQ	Over The Seat Organizer	3 pcs.
TRASH-BLA-PDQ	Pop-Up Trash Can	6 pcs.
TRASH13-BLA-PDQ	Tall Pop-Up Trash Can	6 pcs.
TRU-BLA-PDQ	Storagemaster Cargo Organizer	3 pcs.



CLIP STRIPS

Add a clip strip for increased off-shelf sales

Part #	Description	Pcs.
GBOX-CS	GoGear Glovebox Wallet	8 pcs.
TRASH10-BLA-CS	Space Saver Trash Can	6 pcs.
TRASH13-BLA-CS	Tall Pop Up Trash Can	6 pcs.
TRASH-BLA-CS	Pop Up Trash Can	6 pcs.
VENT-05-CS	GoGear Vent Pack Organizer	6 pcs.
VENT-10-CS	GoGear Vent Pack XL Organizer	6 pcs.
SP2605042CS	QuickCling Side Shade	6 pcs.
SP2603041	Corner QuickCling	6 pcs.
SP2805042CS	Pop Up Side Shade with Suction Cups	6 pcs.





SIDE KICKS

Add a sidekick during key promotional periods and increase sales by 40%

Part #	Description	Pcs.
VENT-05-SK	GoGear Vent Pack Organizer	18 pcs.
VENT-10-SK	GoGear Vent Pack XL Organizer	18 pcs.
SP2605042SK	QuickCling Side Shade	18 pcs.
SP2805042SK	Pop Up Side Shade with Suction Cups	18 pcs.



FLOOR DISPLAYS

Free up valuable shelf space. GoGear® floor displays provide seasonal sale opportunities

Part #	Description	Pcs.
SP120901FD	50 Level 2 Layer Foam Folding Shade (12 Standard & 12 Jumbo)	24 pcs.
SP120901JFD	50 Level 2 Layer Foam Jumbo Folding Shade	24 pcs.
SP120901SFD	50 Level 2 Layer Foam Standard Folding Shade	24 pcs.
SP130901FD	100 Level 3 Layer 2 Bubble Folding Shade (6 Standard & 6 Jumbo)	12 pcs.
SP130901JFD	100 Level 3 Layer 2 Bubble Jumbo Folding Shade	12 pcs.
SP130901SFD	100 Level 3 Layer 2 Bubble Standard Folding Shade	12 pcs.
SP130902JFD	100 Level 3 Layer 2 Bubble Jumbo Folding Shade	12 pcs.
SP130902SFD	100 Level 3 Layer 2 Bubble Standard Folding Shade	12 pcs.
SP120920JFD	250 Level 3 Layer Patriot Jumbo Folding Shade	24 pcs.
SP120920SFD	250 Level 3 Layer Patriot Standard Folding Shade	24 pcs.
SP120920FD	250 Level 3 Layer Patriot 12 Standard & 12 Jumbo Folding Shade	24 pcs.
SP240401JFD	Pop Up "Silver" Jumbo	36 pcs.
SP240401SFD	Pop Up "Silver" Standard	36 pcs.
SP240603JFD	Pop Up "Sail Away" Jumbo	36 pcs.
SP240603SFD	Pop Up "Sail Away" Standard	36 pcs.
SP240610JFD	Pop Up "Island Sunset" Jumbo	36 pcs.
SP240610SFD	Pop Up "Island Sunset" Standard	36 pcs.
SP240620JFD	Pop Up "Flower Power" Jumbo	36 pcs.
SP240620SFD	Pop Up "Flower Power" Standard	36 pcs.

