



STEERING
CREATIONS

2013

5-HOLE
LUXURY
SERIES



INTRODUCTION

For those in the Heavy Duty Truck industry who remember Steering Designs, Inc. before the corporation's sale to Grant Products in 2006, the original owners have started a new company Steering Creations, Inc. As with SDI, SCI will be bringing to market the finest and most design-conscious steering wheels ever created.

Tom, Mike, and Nancy Umlauf are once again working with Italy's number one custom steering wheel manufacturer VICTOR S.r.l. Founded over 40 years ago, this company makes its product in a small town near Verona. From the land of art, fashion, and creativity, VICTOR takes old-time craftsmanship and blends it with modern day technology. In February 2012, VICTOR announced SCI as its exclusive North American distributor.

SCI is also making available this economical line of wheels from Asia. In 2013, the company plans to add to its product line by manufacturing parts right here in the United States.

Often beginning with drafting table blueprints, every steering wheel is designed to be physically relaxing and aesthetically pleasing. The features of the SCI lineup have been created out of suggestions offered by truckers from around the world.

The purpose of Steering Creations is to provide comfortable, attractive, and personalized steering wheels to the trucking industry. Those associated with our company work with one goal in mind; "To provide product which significantly improves the truck driver's daily traveling experience".

Thank you for taking time to consider Steering Creations, Inc. and please contact us if you have any questions or comments.

Mike Umlauf, President



STEERING WHEEL PART NUMBER SYSTEM

The Steering Creations part number system is based on a "3-4-5" format: the first 3 digits identifies the type of steering wheel; the middle 4 digits for the center trim pad/ring, and the last 5 digits for the horn button. Together, these 12 digits represent a complete steering wheel package. SCI also has available a 5 digit barcode for any distributor that would prefer to use this format. Please note that once a customer has chosen a steering wheel package, they will need a hub kit (sold separately) to complete the steering wheel installation.

EXAMPLE OF THE 3-4-5 PART NUMBER:

403	4001	70002	403-4001-70002			
	+		+		=	
<u>STEERING WHEELS</u> 100-599 (SEE BELOW)		<u>CENTER TRIM</u> 1000-9999 (VARIOUS)		<u>HORN BUTTONS</u> 10000-99999 (VARIOUS)		

- SERIES**
- 100 - POLYURETHANE
 - 200 - WOOD
 - 300 - LEATHER
 - 400 - WOOD OR
WOOD PRINT AND
LEATHER
 - 500 - CUSTOM

HUB KIT CODE*

700-799 CHROME STEEL	900-999 BLACK ALUMINUM
	

*The Hub Kit Code IS NOT a part of the 3-4-5 steering wheel package. It is a separate part number and must be purchased alongside a steering wheel package for installation.

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RANGER

18" BLACK POLYURETHANE RIM, BLACK ALUMINUM 2-SPOKE

OVAL - BLACK
SKU: 100-1000-70002
BARCODE: 10001



OVAL - BURL LOOK
SKU: 100-1016-70002
BARCODE: 10004

GALAXY

18" BLACK POLYURETHANE RIM, 4-SPOKE,
BLACK POLYURETHANE PAD W/ 7-PIECE CHROME KIT



SKU: 130-6010-70002
BARCODE: 13001

GENESIS

18" BLACK POLYURETHANE RIM W/ERGONOMIC GRIP, 4-SPOKE (2-LOWER SPOKES IN CHROME)



OVAL - CHROME
SKU: 140-1001-70002
BARCODE: 14002

TRUCKER 3

18" BLACK POLYURETHANE RIM, POLISHED ALUMINUM 3-SPOKE, SPORT 3 PAD



SKU: 145-7000-70002
BARCODE: 14506

TRUCKER 4

18" BLACK POLYURETHANE RIM, POLISHED ALUMINUM 4-SPOKE

SPORT 4
SKU: 150-5000-70002
BARCODE: 15010



UNIVERSAL BLACK/CHROME
SKU: 150-4001-70002
BARCODE: 15007

EXCALIBUR

18" MAHOGANY RIM, POLISHED ALUMINUM 3-SPOKE, HALO RING (ALUM. SPACER INCLUDED)



HALO
SKU: 220-3000-70002
BARCODE: 22001

BULL / BUFFALO

18" MAHOGANY RIM, POLISHED ALUMINUM, ETCHED BULL/BUFFALO FACE,
3-SPOKE (ALUM. SPACER INCLUDED)

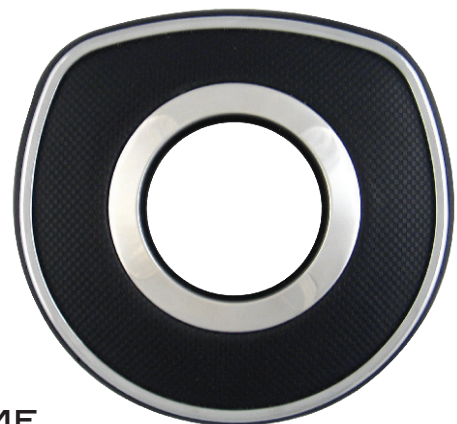


SKU: 250-0000-70002
BARCODE: 25001

HIGHWAY

18" BLACK LEATHER RIM, CHROME THUMB GRIPS, POL. ALUM. 4-SPOKE

SPORT 4
SKU: 330-5000-70002
BARCODE: 33010



ALSO AVAILABLE WITH:
UNIVERSAL BLACK/CHROME
SKU: 330-4001-70002
BARCODE: 33007

STEALTH

18" BLACK LEATHER RIM, BLACK THUMB GRIPS, BLACK ALUMINUM 4-SPOKE



SPORT 4
SKU: 341-5000-70012
BARCODE: 34114

CRUISER

18" MAHOGANY/BLACK LEATHER RIM, POLISHED ALUMINUM 4-SPOKE

HALO
SKU:400-3000-70002
BARCODE: 40004



UNIVERSAL
MAHOGANY LOOK
SKU: 400-4003-70002
BARCODE: 40007

STARTRUCK

18" BURL LOOK/BLACK LEATHER RIM, STEEL CHROME 4-SPOKE



LUXURY 4
SKU: 403-5004-70002
BARCODE: 40310



SPORT 4
SKU: 403-5000-70002
BARCODE: 40308



UNIVERSAL BURL LOOK
SKU: 403-4004-70002
BARCODE: 40307

PATHFINDER

18" BURL LOOK/BLACK LEATHER RIM, BURL LOOK THUMB GRIPS, POL. ALUM. 4-SPOKE



LUXURY 4
SKU: 404-5004-70002
BARCODE: 40410



SPORT 4
SKU: 404-5000-70002
BARCODE: 40408



UNIVERSAL BURL LOOK
SKU: 404-4004-70002
BARCODE: 40407

MILESTONE

18" MAHOGANY RIM, BLACK LEATHER SPATS, POL. ALUM. 4-SPOKE

HALO
SKU: 405-3000-70002
BARCODE: 40504



UNIVERSAL
MAHOGANY LOOK
SKU: 405-4003-70002
BARCODE: 40507

OVERLAND 3

16" MAHOGANY RIM, BLACK LEATHER SPATS, POL. ALUM. 3-SPOKE

SPORT 3
SKU: 461-7000-70002
BARCODE: 46101



EXCLUSIVE 3 MAHOGANY
SKU: 461-7001-70002
BARCODE: 46102

PATHFINDER SILVER

18" SILVER LOOK/BLACK LEATHER RIM, SILVER THUMB GRIPS, POL. ALUM. 4-SPOKE



SPORT 4
SKU: 507-5000-70002
BARCODE: 50702

ACCESSORIES



032 - BLITZ (SPINNER KNOB, CHROME ON CHROME)



1000 - OVAL (BLACK)
 1001 - OVAL (CHROME)
 1012 - OVAL (MAHOGANY LOOK)
 1016 - OVAL (BURL LOOK)



3000 - HALO (ALUMINUM RING)
 3001 - HALO W/ LEATHER
 (ALUMINUM W/ LEATHER RING)



4001 - UNIVERSAL (BLACK PU/CHROME)
 4003 - UNIVERSAL (MAHOG. LOOK)
 4004 - UNIVERSAL (BURL LOOK)



5000 - SPORT 4 (BLACK POLYURETHANE)
 5004 - LUXURY 4 (BURL LOOK)



7000 - SPORT 3 (BLACK POLYURETHANE)
 7001 - EXCLUSIVE 3 (MAHOG.)



70002
 VICTOR - SILVER



70012
 VICTOR - BLACK



70022
 AMERICAN EAGLE



70152
 NASCAR - CHROME



70162
 NASCAR - BLACK

NASCAR(R) IS A REGISTERED TRADEMARK OF THE NATIONAL ASSOCIATION FOR STOCK CAR AUTO RACING, INC.

SMART GEN 2 & 3 KITS

The Smart Gen 2 & 3 kits are a combination of three items: the horn pad, the horn button, and a hub adaptor. The kits do not include switches for the horn pads.

SMART GEN 2 HORN PAD
AND VICTOR HORN BUTTON



VIP PC SERIES

918 HUB ADAPTOR



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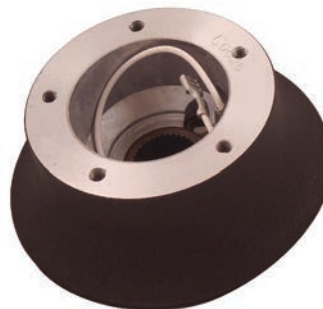
COMPLETE KIT:
SKU: 9501
BARCODE: 09501

SMART GEN 3 HORN PAD
AND VICTOR HORN BUTTON



VIP V4 SERIES

965 HUB ADAPTOR



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COMPLETE KIT:
SKU: 9502
BARCODE: 09502

The Smart Gen 2 and Smart Gen 3 horn pads are compatible with the following wheels:

- Startruck
- Pathfinder
- Pathfinder Silver
- Highway
- Stealth

HUB KITS

<u>TRUCK, YEARS, AND COLUMN (alphabetical order)</u>	<u>SCI 5-Hole Chrome</u>	<u>SCI 5-Hole Black</u>
<u>FORD</u>		
Ford - all "L" Series	740	940
<u>FREIGHTLINER</u>		
Freightliner (1976-1988)	702	902
Freightliner (1989-2006) Columbia, Coronado, Classic, BC	703	903
Freightliner (2007-On) Business Class, Coronado	704	904
<u>HINO</u>		
Hino (2005-On)	745	945
<u>INTERNATIONAL</u>		
Navistar-International - All Models, Fixed Column	730	930
Navistar-International - All Models, Tilt & Telescopic Column	731	931
<u>KENWORTH</u>		
Kenworth (Conv '70-On) & (COE '72-March '97) Fixed Column	712	912
Kenworth (1986-May 1995) Tilt & Telescopic Column	713	913
Kenworth (May 1995-March 1997) Tilt & Telescopic Column	714	914
Kenworth (April 1997-March 2001) Fixed or Tilt & Tel Column	715	915
Kenworth (March 2001-2002) Fixed or Tilt & Tel Column	716	916
Kenworth (2003-On) Fixed or Tilt & Telescopic Column	717	917
Kenworth - Smart Gen 2 (2000-2006)	718	918
Kenworth - Smart Gen 3 (2006-On)	n/a	965
<u>MACK</u>		
Mack - All Models (1950-On) Sleeper/Day Cabs (May '01-On) With Stability Control - ESP (2006-2007)	713	913
<u>PETERBILT</u>		
Peterbilt (1975-April 1998) Conventional Fixed Column	712	912
Peterbilt (1986-May 17, 1993) Tilt & Telescopic Column	713	913
Peterbilt (May 18, 1993-April 1998) Tilt & Telescopic Column	714	914
Peterbilt (April 1998-2005) Fixed or Tilt & Telescopic Column	716	916
Peterbilt (2006-On) Fixed or Tilt & Telescopic Column	717	917
<u>VOLVO</u>		
Volvo - All Models (Excl. Van) Tilt & Telescopic Column	713	913
Volvo - FH (1995-2002)	n/a	920
Volvo - VN Single Horn Only, Tilt & Telescopic Column	721	921
<u>WESTERN STAR</u>		
Western Star - All Models, Fixed Column	712	912
Western Star (1986-September 1998) Tilt & Telescopic Column	713	913
Western Star (October 1998-On) Tilt & Telescopic Column	714	914

STEERING WHEEL DISPLAYS

SCI has two types of product displays available to distributors: (1) a floor display which holds 2, 4, or 6 steering wheels; and, (2) a counter display which supports a single wheel. Both are 100% steel and are professionally painted and finished.

FLOOR DISPLAY



COUNTER DISPLAY



The floor display's measurements are: Height @ 75" (including the header board) with a Base @ 19" in diameter. It comes with 3 wings holding 2 steering wheels each, and each wing freely spins 360 degrees allowing customers easy access to the look and feel of the product. The counter piece measures: Height @ 12"; Width @ 3.5"; and Depth @ 9".



1203 SW 12TH STREET, SUITE 9
OCALA, FL 34471
PHONE: (352) 622-4400
FAX: (352) 620-9366
INFO@STEERINGCREATIONS.COM

