



**HUMVEE®**

**NO MATTER WHAT THE MISSION**



# HUMVEE®

NO MATTER WHAT THE MISSION

**Rugged. Durable. The Original.**

## HUMVEE® The mainstay of the military!

The High Mobility Multipurpose Wheeled Vehicle (HMMWV) or Humvee® was first introduced in 1985 in response to an American military need to replace its aging fleet of light vehicles with a single platform that could serve a number of vehicle functions. After an exhaustive assessment process, AM General's design was selected over other competitors for its reliability, strength and durability. By the end of 2008, more than 240,000 Humvees have been produced for use by the military in the US and more than 50 friendly nations.

## HUMVEE - A Dynamic Vehicle

During the past 24 years, the Humvee has proved its value from Panama to Iraq, and to dozens of National Guard units helping in disaster relief efforts.

With change in enemy war tactics, the vehicle has been significantly strengthened to its current Reliability Enhanced Version (REV). The new Humvees look a lot like the original, but overall they are entirely different vehicles. Most REV trucks are equipped with heavy armor, thus making them a lot stronger. Even with heavier configuration, the truck is unique in its ability to scale, traverse and ford almost any terrain while carrying troops and equipment. Although larger and stronger vehicles have been designed, the Humvee will continue to maintain its place as a highly maneuverable tactical vehicle to help the military to be on the go.

## HUMVEE - MERCHANDISING

Humvee's intrinsic values of ruggedness, strength and durability lend themselves to exciting brand licensing opportunities in a variety of lifestyle product and merchandise categories. The US Army and Hollywood have used this recognizable icon in recruitment efforts, feature films and television programming.

- Sporting Goods
- Apparel
- Footwear
- Electronics
- Toys/models & games
- Accessories
- Gift & Novelty
- Publishing



*For information on  
licensing opportunities, contact:  
Global Icons  
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