

zippo®

2003 FALL CHOICE



Choice: a careful selection, something best or preferable, of fine quality, appealing to refined taste. (Webster's II New Riverside University Dictionary)

Zippo Choice: a handpicked collection of Zippo windproof lighters, selected from hundreds of concepts submitted by our best designers, guaranteed to appeal to even the most refined tastes.

Innovative new packaging, limited editions, anniversary commemoratives, and new accessory items are just a glimpse of what you'll find in Zippo's Fall Choice Collection. Discover what makes nearly 3000 members Click, and learn the latest on the Z-Series.

Great new looks on every page, so make your choice now. Order from Fall Choice now through March 31, 2004.



Copper Project



Z-Series is a first-run, limited edition collectible series featuring Zippo's newest materials and manufacturing processes.

The first project to come out of this exciting endeavor is the Copper

Project. Made from 99.9% pure copper, and carrying an exclusive Z-Series bottom stamp, the Copper Project lighter features a Frosted Etch engraving of the Z-Series logo on the front of the lighter and a laser marked consecutively numbered and lettered serial identification on the side.

Each Z-Series project is limited to fewer than 25,000 pieces worldwide.

A distinctive bottom stamp, identified by project name, distinguishes every Z-Series lighter.

A clear acrylic dome showcase displays the Z-Series lighter, an information booklet outlining the manufacturing specifications and processes, and a hand numbered certificate of authenticity.

Z-Series lighters are numbered and allocated by region: A for the Americas, E for European markets, and AP for Asia / Pacific Rim markets. One hundred of each project in the series will be numbered with ZC designation and set aside for Zippo Click, the Zippo sponsored collectors club.

Watch for the Z-Series Armor Project coming soon.



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Choice Collection

Dimensional reverse etch designs wrap around the satin silver finish lighters. Red-Eyed Dragon covers front, reverse, and opposite hinge side of lighter, while Red-Eyed Viper entwines around all four sides.



No. 20470

Red-Eyed Dragon

Satin Silver



No. 20471

Red-Eyed Viper

Satin Silver





Choice Collection



No. 20488
Hollywood Stars
High Polish Brass

Celebrate Hollywood's first century with the Hollywood 100 Years commemorative. Highlighted with silver satin, each high polish chrome lighter is individually numbered and packaged with a certificate of authenticity in a silver foil-stamped black velour box. Limited to only 5000 pieces worldwide.



No. 20489
Hollywood 100 Years
High Polish Chrome

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Choice Collection



No. 20500
Chevy Bel®
Air Emblem
Street Chrome



No. 20501
Chevy® Corvette
50th Anniversary
High Polish Chrome

Solid gold inlay symbolizes the golden anniversary of the Chevy Corvette. Distinctively packaged in a laser engraved wooden box, each lighter is consecutively numbered. Limited to only 5000 pieces worldwide, with restricted distribution.

CORVETTE®

CORVETTE 50th ANNIVERSARY LIMITED EDITION Trademark(s), Emblem(s) and vehicle model body design(s) are General Motors Trademarks used under license to Zippo.



General Motors Trademarks are used under license to Zippo Manufacturing Company.



Choice Collection

Only a heavy walled armor case could display the dimensional deep carving of this design to best advantage. About 1.5 times as thick as a standard chrome case, the armor case is authenticated by a distinctive bottom stamp.



No. 20437
Shilly Shally
High Polish Armor



No. 20451
Chrome Abstract
High Polish Chrome





Choice Collection



No. 20477

Golden Vineyard
High Polish Chrome

Genuine 24kt. gold inlay enhances the intricate engraving on these lighters.



No. 20452

Shattered Chrome
High Polish Chrome





Choice Collection



No. 20431
Texas Two Step Emblem
Gold Dust



No. 20359
Whoa! Emblem
Street Chrome





Choice Collection



No. 20433
**Indian Dream
Catcher Emblem**
Gold Dust

In the silver industry, the designation “.925 silver” has always been recognized as the mark of excellence. The exceptional quality of this lighter, electroplated with 99.9% pure silver, is authenticated by .925+ HEAVY SILVER PLATE engraved on the back.



No. 20445
**Turquoise Bear
Claw Emblem**
.925 Silver Plate



No. 20481
**Western Steer
Emblem**
Brushed Chrome





Choice Collection



No. 20486

NYPD - Crossed Flags
Street Chrome



No. 20487

**NYPD - Badge,
Star and Flag**
Black Matte

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1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20





Choice Collection



No. 20427
**Ford Truck
Emblem**
Street Chrome



No. 20428
**Ford Grill
Emblem**
High Polish Chrome





Choice Collection



No. 20435
**Celestial Snake
Emblem**
Black Matte



No. 20479
**Black Duck
Emblem**
Black Matte





Choice Collection



No. 20194

Grip Emblem

Satin Chrome



No. 20450

Buckshot Emblem

Satin Chrome



No. 20430

Screw The Rules Emblem

Satin Chrome





Choice Collection

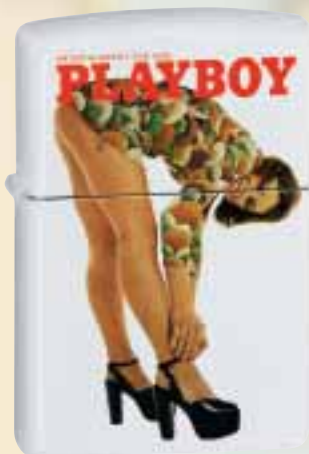


No. 20495
Playboy Vintage Rabbit
High Polish Chrome

Zippo and Playboy present the Decades of Playboy Zippo lighter series. Each lighter showcases one of four playful Playboy magazine covers dating back to 1967 through 1988. Zippo's vibrant color imaging process accentuates the world's most exciting lifestyle on the world's most collectible lighter. Be sure to collect all four designs.



No. 20496
Playboy Singer
Satin Chrome



No. 20497
Playboy Retro Girl
White Matte

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Choice Collection



No. 20498

**Playboy Zebra
Pants**

High Polish Chrome

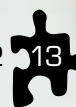
Playboy's iconic Rabbit Head symbol alternates with the 50th Anniversary logo in a deep engraved checkerboard pattern on a high polish armor case. Limited to only 7500 pieces worldwide, each lighter is individually numbered and packaged in a laser engraved wooden presentation box.



No. 20499

**Playboy 50th
Anniversary**

High Polish Armor





Choice Collection



No. 20432

**Puzzle Pieces
Emblem**

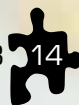
Brushed Brass

Puzzled?

Can't decide what to choose from Fall Choice?

Licensed anniversary commemoratives, whimsical western-themed emblems, NYPD tribute lighters, trendy plaids . . .

Order now through March 31, 2004, and watch the pieces just fall into place.





Choice Collection

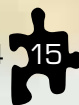


No. 20484
**Grandpa's Study
Emblem**
Brushed Brass



Black shell contrasts
with genuine mother-
of-pearl.

No. 20480
**Black Diamonds
Emblem**
High Polish Chrome



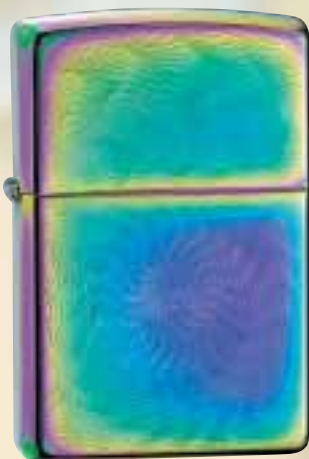


Choice Collection

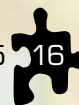


No. 20453
Midnight Wave
Black Ice

Classic chrome plated lighters are bonded with a luminous micro thin, PVD coating, then engraved using a rotary engraving tool. Black Ice reflects a deep black, mirror-like finish. Spectrum shimmers with a kaleidoscope of colors that varies on every lighter, making each one unique.



No. 20454
Spectrum Swirl
Spectrum





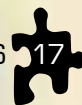
Choice Collection



No. 20434
**Antique Pewter
Cross Emblem**
Street Chrome



No. 20449
**Mighty Wizard
Emblem**
Street Chrome





Choice Collection



No. 20429
**Cherry Plaidness
Emblem**
High Polish Chrome



No. 20482
**Charcoal Plaidness
Emblem**
Black Ice





Choice Collection

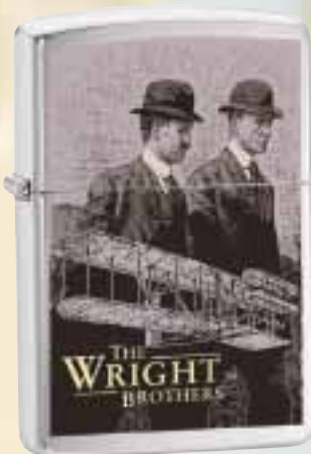


No. 20421
**Wright Brothers
Silhouettes**
Black Ice

A lifelong ambition sprouted wings when the Wright Brothers defied gravity and took to the sky a century ago. Two dreamers with their heads in the clouds had changed the world forever. Celebrate spirit and determination that couldn't be extinguished with these Wright Brothers lighters by Zippo.

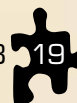


No. 20422
**Wright Brothers
with Plane**
Black Matte



No. 20425
Wright Brothers
Brushed Chrome

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by The Roger Richman Agency, Inc.
www.wrightbrothers2003.com





Choice Collection



No. 121506

Z-Clip

Suggested

Plastic unit clips on belt, waistband, pocket, or sun visor. Holds Zippo lighter securely, yet easily accessible.



Functional, yet fashionable, this all metal ashtray is easy to carry, easy to use, and easy to clean.

No. 121505

Pocket Ashtray

Suggested



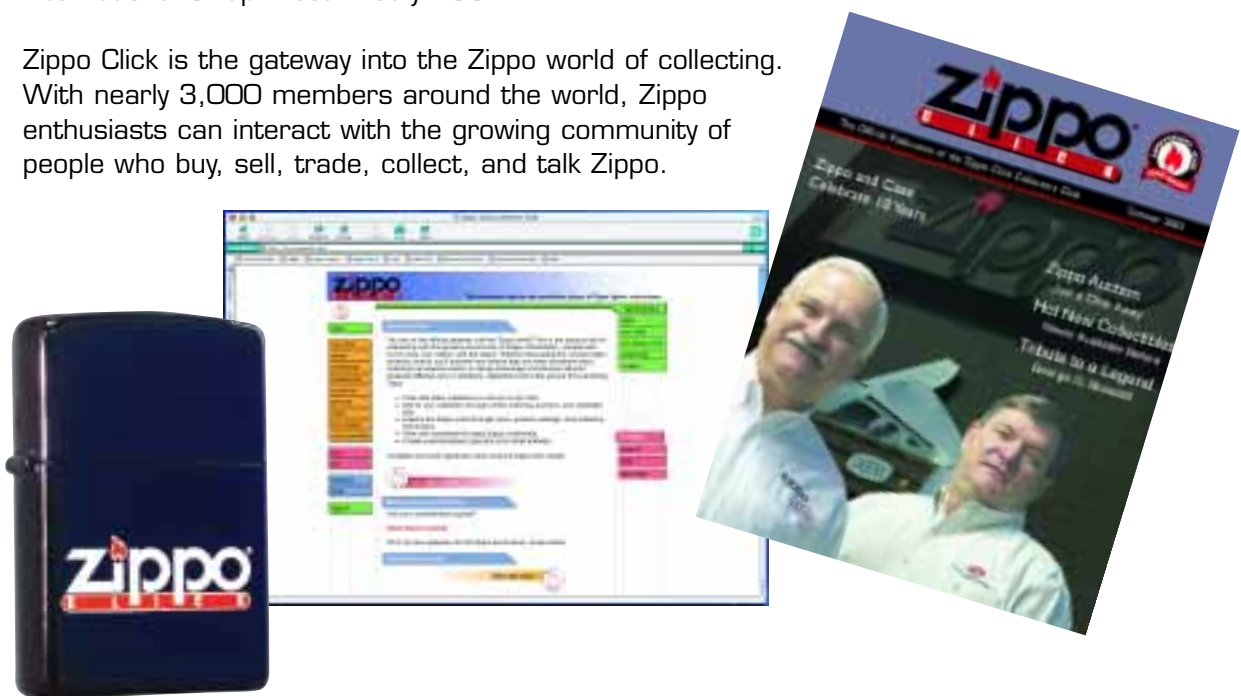
zippo®

C L I C K

COLLECTORS CLUB

Research conducted in 2001 identified 4 million Zippo lighter collectors in the United States alone. In response to these aficionados, Zippo Click Collectors Club was founded in 2001, and registered its first members at the Zippo/Case International Swap Meet in July 2002.

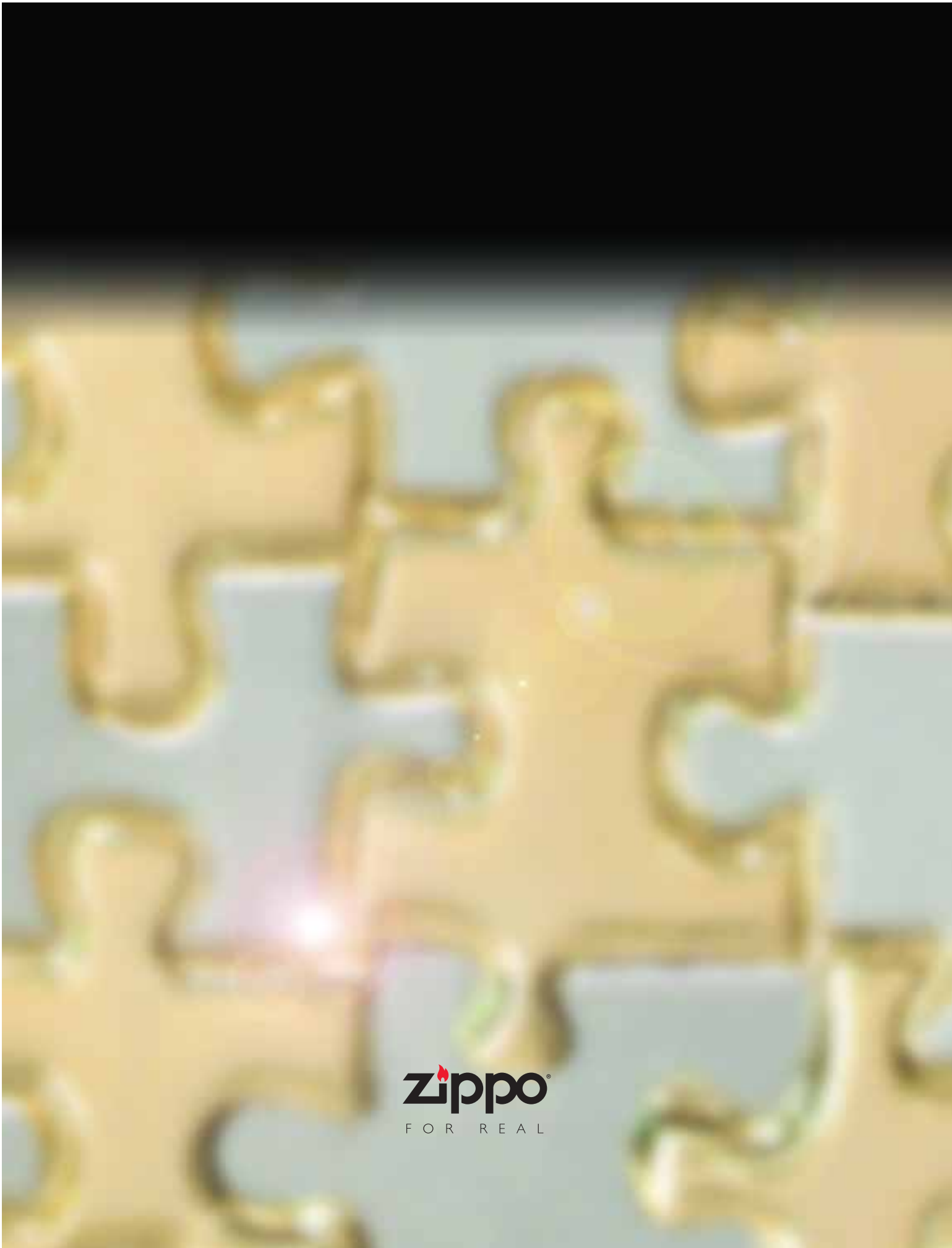
Zippo Click is the gateway into the Zippo world of collecting. With nearly 3,000 members around the world, Zippo enthusiasts can interact with the growing community of people who buy, sell, trade, collect, and talk Zippo.



Member benefits include:

- * zippoclick.com, the exclusive website for members only, offers a preview of the newest Zippo products, live chat, interactive forums, classified ads, on-line auction, and scheduled chats with Zippo personalities.
- * Click magazine - full color, high quality quarterly publication packed with news, profiles, new product information, historical information and special offers.
- * Opportunity to purchase an exclusive annual lighter for members only- the 2003 lighter is a special commemorative honoring Zippo founder George G. Blaisdell, available by pre-order for a very limited time only.
- * Special limited edition prototypes and collectibles offered for purchase through a select lottery system.

For membership brochures, information about Zippo Click or Zippo lighter collecting, visit zippoclick.com, or contact Zippo Click at (814) 368-2700 or zippoclick@zippo.com.



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FOR REAL