

**INDIAN**  
MOTORCYCLE  
CHARLOTTE



# FLAGSHIP NEWS



AMERICA'S FIRST & THE WORLD'S FINEST INDIAN DEALER

## **BEST WISHES FOR A GREAT NEW YEAR!**

**The Road Ahead Is Filled With Exciting  
New Opportunities & The Chance To  
Meet New Friends**



JANUARY 1, 2012--An exciting New Year is ahead for us at Indian Motorcycle Charlotte and we sincerely wish you the best for a great New Year as well!

For many of us, it's the time when we gather with friends and family to reflect on all that has happened, while looking at the road ahead. Great friends are rare, and so it is with

a heavy heart that we bid farewell to Chris Bernauer, former GM, leader and driving force behind Indian Motorcycle for 4+ years. We worked very closely with Chris from the very beginning. With his contract complete, he left Polaris at the end of the year, with nothing but great things to say.

His "Thank You" note to the Polaris-Indian team is vintage Bernauer. "Do your work with passion and enthusiasm, embrace the brand's heritage, be willing to learn from others, produce great products and success will follow."  
Happy Trails, Chris!

For us, 2011 was the strongest sales year since we opened and there are great new things in store for 2012 and beyond. The acquisition of Indian by Polaris in April was a very positive step to ensure the future of our much beloved brand. The Indian Nation is stronger than ever.

As the new year begins, we are extending and intensifying our promise of great pricing on all 2010 and 2011 Kings Mountain-built Indian Chiefs. These are truly spectacular machines (and virtually identical to the new 2012 models). These machines can't wait to get on the open road to prove to you how satisfying riding an Indian can be.

We also have a new and exciting collection of genuine Indian apparel. Shipments are arriving nearly every week and we've got something for just about everyone. Stop in and check out the cold weather gear to get you through the next few months in style.

**BIG NEWS:** we are now a Victory dealer and can now offer you a choice of superior all-American motorcycles. Victory

has a different mission in the marketplace, but it fills that niche very well and is growing fast. You can rest assured that we will continue to be the World's Finest Indian Dealer.

We have not yet sorted out all the details, but we may have a separate web site and e-newsletter for Victory, but we'd like to hear your thoughts on that.

We want to do justice to both amazing brands, but at the same time, it might be easier on our clients & supporters if you had just one newsletter to read. Let us know what you think. Like most of life, it's all happened pretty fast, but it's all good. We look forward to great things on the road ahead. Ride safe!

On behalf of all of our staff, sincere best wishes for a Happy New Year and I look forward to seeing you soon.

Sincerely,

Mark Moses - Owner & General Manager

---

---

# **INDIAN CHARLOTTE WINS TOP 100!**

**The World's Finest Indian Dealer  
Recognized For Excellence For The 3rd  
Consecutive Year**

We have just been informed that Indian Motorcycle Charlotte was selected as a 2012 Top 100 Dealer by DEALERNEWS, the bible of the powersports industry. This marks the Third Consecutive Year we have achieved this honor!



What does this mean to be recognized as one of the "Best of the Best"? With nearly 10,000 powersports dealers in North America eligible for this exclusive recognition, it really is a "big deal". We are continually striving for excellence. We also thank our loyal customers and fans for their support. We invite you to stop in soon and see what makes us tick. Happy New Year!

---



---

**WE ARE NOW A VICTORY**

# DEALER TOO!

**Thanks To The Polaris Acquisition of Indian, We Are Able To Offer Two Spectacular American-Built Motorcycles Under One Roof**



We are the newest Victory dealer in the Carolinas and have these three models on our showroom floor, with many more on the way. This addition to the legendary Indian Chief brand allows us to offer enthusiasts two vastly superior American motorcycles, each with a different mission.

If you don't already know, Victory® is the fast-growing brand in the motorcycle industry with exciting models like the Vegas® 8-Ball (above) starting at under \$13,000. The Victory Cross Country™ Tour (way above) has won dozens of awards and is recognized as the World's Best touring bike.

If you're trying to overcome a debilitating bar & shield habit and would rather express your individualism in a

more definitive way, the Victory Hi-Ball bobber (below) may be your ticket to a better life. Mean & nasty ape-hangers, no-frills attitude and incredible power make for one sweet ride.

We've ridden them all and came away very impressed with their power, performance, handling and exceptional value.

Stop in and check out all the newest additions to our family. We're proud to offer the Finest American Made Motorcycles under one roof!

---



---

**NOT AFRAID OF BEING  
JUST A LITTLE BIT  
DIFFERENT?**

**Get Your Hands On This Beauty & Never  
Let Go**

The rarest of all 2011 Indians is the Chief Blackhawk. Using the legendary Indian Chief as a "canvas", these works of art were conceived and built to showcase the versatility and underlying beauty of the traditional Indian platform. 1920s style art deco was the starting point for these factory custom machines.

Fewer than 25 were built and Indian Charlotte has the largest collection in the world. You will not be disappointed with the comfort, easy handling and performance of the Blackhawk. Low seat height means that Indian riders under 5-6 can flatfoot this bike with ease.

Designed with quick detach saddlebags and backrest, you can make changes in seconds. Underneath, these machines are pure legendary Indian, with all the core basics as the Chief Vintage-- PowerPlus 105 V-Twin, Baker 6-speed transmission and Brembo brakes. Best of all, you can acquire one at an outrageous low price and financing to 84 months. (We must sell these to make room for 2012 models.)



Think you don't like the look?  
Think again. Change it and save  
big. Call Mark to discuss how we  
can meet your needs for less. 704-  
879-4560.

---



---

## **MEET CHIEF THUNDERHEART**

**Revered Staff Member Takes His Job &  
Everything Else Pretty Seriously**

For some time, we've been asked about the lore and legend surrounding our venerable, but tight-lipped Chief Thunderheart. He joined our Indian Motorcycle operation back in 1998, starting as an unpaid sentinel and confidant, providing quiet reassurance to valued customers. For some

time, he attempted whittling, but was never very successful. His true passion is remaining quiet.

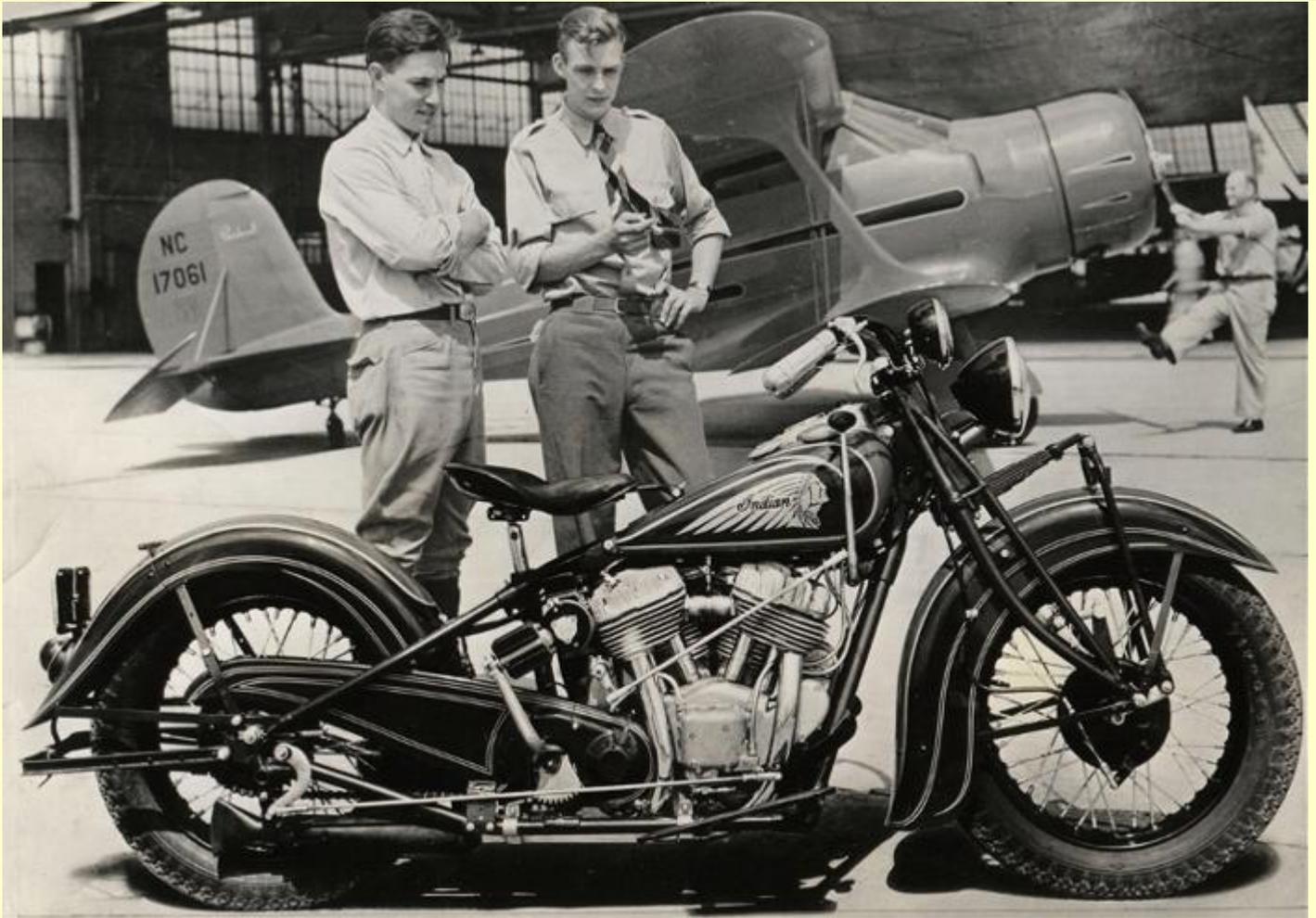
Today he proudly takes his place at the entrance to Indian Charlotte, providing solemn and unsmiling security for the treasured 1913 Indian Twin on display. Attempts to provoke him to anger or laughter are met with a stony silence. We're very proud of the work he's been doing and predict he'll stay in the family for a good long time.

As a representative of Indian Charlotte, he is always pleased to pose for photos with visitors. For his own good, we have only one rule: please don't ask for autographs.

---

## **WHERE IMAGINATION TAKES FLIGHT**

**Indians Have Always Been The Stuff Of  
Dreams**



Dreaming about an Indian motorcycle has always been a big part of the American consciousness and the magic that constitutes an Indian. Today's Indians are exactly what they've always been--only better.

Indian Charlotte is proud to be the World's Finest Indian dealer, leading in every category in every year since we opened in the Fall of 2008. Make this the year you fulfill your Indian love affair. Life is short. Visit us soon and see what you've been missing.

---

Indian Motorcycle Charlotte  
110 Indian Walk  
Lowell, NC 28098  
[www.indianmotorcyclecharlotte.com](http://www.indianmotorcyclecharlotte.com)  
Click [here](#) for store hours and map.

