

From: indianmotorcyclecharlotte@psnewsletter.com [mailto:indianmotorcyclecharlotte@psnewsletter.com]

Sent: 1. oktober 2011 11:49

To: Kristoffersen, Petter

Subject: Indian Charlotte Flagship News - October 2011



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

IT'S TRUE. TIME REALLY FLIES WHEN YOU'RE HAVING FUN!

Your Friends At Indian Motorcycle Charlotte Are Celebrating Their Third Anniversary



OCTOBER 1, 2011--Tomorrow, October 2, marks the 3rd Anniversary of our Grand Opening here at Indian

Motorcycle Charlotte. (We actually opened our doors in late August 2008, but the all-new 2009 models were not yet certified for sale.) Frankly, with the challenging economic times we've all faced, sometimes it seems more like 5 or 6 years. But now that the new Indian Motorcycle Company is ramping up, we're very excited about the future.

As you know, our passion for Indian Motorcycles drives us every day. We eat, think, drive and work to keep the Indian flame burning brightly. While we are the most successful Indian dealer in the world, it has been anything but easy.

We all know many good friends and many others in our neighborhood and region who are struggling. So while we're very proud of what we've done and where we're headed, we also think that sometimes a quiet celebration is more in keeping with the times.

As the World's Finest Indian dealer, we have plenty to celebrate and be thankful for: Top 100 Dealer awards two years running, largest volume sales of any Indian dealer, a loyal and growing customer base, and a great team of talented and dedicated people we work with five days a week.

There's lots of great news on the horizon and if you are waiting to become an Indian rider, now is a great time to buy. Every Indian we have is not only wonderful to ride, but highly collectible. In addition, there are many factory rebates and financing plans to 84 months. Get moving on an Indian! Give me a call and let's discuss your specific dream machine.

Once you get your hands on an Indian, you'll never let go!

Looking forward to see you soon,

Mark Moses - Owner & General Manager

THE INDIAN CHIEF BLACKHAWK ROCKS!

**Don't Wait! Special Factory Pricing
Incentives Now In Effect Thru October!**



You can own one of these rare, crowd-stopping art deco-inspired dream machines for less than you think. We have five of these wonderful beasts offered at prices too low to mention. (MSRP was \$29,999 but call us at 704-879-4560 for your price.)

This powerful 2011 Indian Chief is among the rarest Indians and destined to be an instant collectible. Fewer than thirty were produced, and this bike must be seen in person to fully appreciate it.

The specs are familiar: 105 cubic inch PowerPlus V-Twin with closed loop sequential fuel injection, a bulletproof Baker 6-speed transmission, and massive Brembo brakes. And the Blackhawk also features a lower seat height, a Garmin GPS option, and quick detachable seat cowl and saddle bags.

Indian Motorcycle Charlotte has five remaining. Once these art-inspired machines are gone, they're history. This perfect addition to your collection is available for immediate delivery and may be financed for as long as 84 months. Don't wait.

BLOWOUT SALES EVENT ON ALL APPAREL & RARE

INDIAN COLLECTIBLES

25% Off Retail, With No Limit On Quantity!



DON'T MISS OUR INDIAN SUMMER BLOWOUT SALE!

25% OFF ORIGINAL RETAIL WITH NO LIMIT ON QUANTITY -- IN-STORE OR ONLINE.

25% OFF ALL APPAREL IN STOCK: All leather jackets, belts, gloves, work shirts, dress shirts, sweaters, sweatshirts, hoodies, vests, scarves, tank tops, t-shirts, hats, and more!

25% OFF ALL COLLECTIBLES IN STOCK: Keychains, drinkware, patches/pins, toys, die cast models, gifts, wallets, belts, oil cans, jewelry, clocks & more!

Online purchases use Coupon Code: FLAGSHIP

25% Off in effect thru October at Indian Motorcycle Charlotte - The World's Finest Indian Dealer. Items already on Clearance are not eligible for additional markdown. Gas pumps are likewise not included.

DON'T MISS THE MOST BEAUTIFUL RIDE OF THE YEAR!

**Join Us On October 16 For Kyle Petty's
"Ride For Victory IX" To Support Victory
Junction Camp**



Join us on Kyle Petty's "Ride To Victory IX" on Sunday October 16. This is a wonderful event that supports a great charity and it's a great chance to see the fall foliage of North Carolina. All motorcycle riders are invited to join in!

If you're in our area, we will leave Indian Motorcycle Charlotte (I-85 at Exit 22) at about 7:30 AM on Sunday October 16 . (We'll have coffee ready by 7 AM.)

For the second consecutive year, riders will depart zMAX Dragway in Concord and will enjoy a new route for this 9th annual event. This year the itinerary takes us through the beautiful mountains of western North Carolina with a lap around scenic Lake Lure, concluding at Harley-Davidson of Asheville in Swannanoa, N.C.

"This ride is perfect for motorcycle fans looking to get out and spend the day with some fellow riders," said Kyle Petty, former NASCAR driver and current racing analyst. The one-day motorcycle event gives riders the opportunity to travel across North Carolina with members of the NASCAR community while supporting a great cause.

The ride is scheduled to depart at 9:30 a.m. on Sunday, Oct. 16, the day following the Bank of America 500 at Charlotte Motor Speedway.

The cost to participate in the Ride to Victory IX is \$45 in advance and \$55 the day of the event. (Click on the photo above to register.) Each participant receives a commemorative t-shirt (early arrival helps get you the right size), decal, pin and lunch. Pre-register by visiting kylepettycharityride.com or calling 704-714-4545.

OWN THE CHARLOTTE SIGNATURE EDITION CHIEF BLACKHAWK

**Another Limited Edition Custom
Available Only At Indian Motorcycle
Charlotte**



This very special Charlotte Signature Edition Indian Chief Blackhawk saw its first and only road trip on the Trail of Tears. Featuring a great looking custom fairing, it also has an awesome full function audio system, is satellite radio ready with MP3 player and much more! Available for delivery now!

FYI, the lady on the bike is only 5'4" tall and can easily "flat foot" this bike. For more information on this one-of-a-kind CSE Blackhawk, available options and pricing, call Mark at 704-879-4560.

NOW TAKING ORDERS

FOR 2012s!

The First Pre-Ordered Spirit Lake Indian Chiefs Are Scheduled To Arrive In December



The new Spirit Lake Iowa factory will produce a limited run of 110 Anniversary Edition 2012 model Indian Chiefs. Order now for December and January delivery. Announced pricing for the 2012 models: Chief Vintage \$35,999, Chief Dark Horse \$27,999 and Chief Classic \$26,499.

Indian Motorcycle Charlotte can virtually guarantee low serial numbers for those who act fast. Each historic Anniversary Edition 2012 Indian Chief will come with a special limited edition leather jacket and more.

Indian Motorcycle Charlotte is now taking Advance Orders with a deposit of \$1,000. Secure your 2012 model today! For more information, call Mark at 704-879-4560.

Thanks again for a great summer! We look forward to seeing you in our showroom very soon. Our new collection of Indian apparel should be arriving soon (and it's never too early to start thinking about the holidays.) Gift Certificates are always available.



We appreciate your continued support.

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

To unsubscribe from this newsletter, click [here](#).

This newsletter is powered by [PowerSports Network®](#)

* * * * *

This email with attachments is solely for the use of the individual or entity to whom it is addressed. Please also be aware that the DnB NOR Group cannot accept any payment orders or other legally binding correspondence with customers as a part of an email.

This email message has been virus checked by the anti virus programs used in the DnB NOR Group.

* * * * *