

INDIAN·VICTORY
CHARLOTTE

Indian
MOTORCYCLE



FLAGSHIP NEWS



WORLD HEADQUARTERS FOR AMERICA'S FINEST MOTORCYCLES™

INDIAN CHIEFS WERE HOT IN MARCH!

**We Sold Seven New Indian Chiefs In 10
Days---A New World Record For Indian
Dealers**



APRIL 1, 2012---Indian fans familiar with us know that we've won the North American Dealernews TOP 100 AWARD for three years in a row--every year we've been eligible. We've always believed that hard work and attention to detail always pay off through long term customer satisfaction and positive word-of-mouth.

But we were sort of stunned during a ten-day stretch in March when we actually sold seven (and took a deposit on one more) new Indian Chiefs. It's hard to say exactly what caused the flurry of activity, but we're sure our presence at the IMS Show in Charlotte didn't hurt. We met a lot of Indian fans who didn't know much about us until then.

Naturally this reduction in inventory means we've got fewer Indian Chiefs in stock, but we still have very attractive deals on a few brand new 2010 and 2011 models, some in color combinations no longer available. Stop in and take a look.

We just sold two of them, but still have three extremely limited edition 2011 Indian Chief Blackhawks (Dark) waiting for good homes at many thousands off original MSRP. Give me a call at 704-879-4560 and let's discuss your Indian dreams.

As you know, our winter was very mild and great riding weather has arrived, so there's no reason to wait. We've got a terrific selection of 2012 Victory machines in stock and ready to ride. If you haven't ridden a Victory, be sure to stop in on April 13 & 14 for our Victory Demo Days

event. The Victory Show Truck will be here with the full line of these wonderful machines. Better yet, give us a call and book a time, so you don't get left out.

As we move towards the summer months, we want to thank you for your continuous support. If there's anything we can do to help with a V-twin service problem, trade-in or purchase of one of America's Finest Motorcycles, give us a call. 704-879-4560.

I look forward to seeing you soon at I-85 Exit 22.

Sincerely,

Mark Moses - Owner & General Manager

VICTORY DEMO DAYS APRIL 13 & 14!

**Don't Miss Your Chance To Ride A
Victory at Indian Victory Charlotte I-85
at Exit 22**



Plan now to stop in and ride a Victory during our two-day Demo Days Event on April 13 & 14. The Victory Show Truck will be here with every model of Victory available. Plus we'll be offering several in-store specials on those days.

Ride One & You'll Own One. Every 2012 Victory Cruiser and Touring model will be here for your close inspection and riding experience. The Cross Country has been called the "finest touring bike in the world". Ride one and you'll see why.

Call 704-879-4560 to reserve your ride time on Friday or Saturday. Naturally, our lawyers insist you have a helmet, valid operators license for motorcycles and proof of insurance.

Major Factory Rebate: If you buy a Victory from us within 14 days of your Test Ride, Victory will give you \$1,000 off any Victory Touring model or \$500 off any Victory Cruiser model.

We look forward to seeing you at I-85 Exit 22.

**A SPECIAL OFFER FOR ALL
THOSE WHO PROTECT AND
SERVE!**

All Active and Retired Policemen and

Firemen Get \$1,000 Off The Purchase of Any New Victory

Indian Victory Charlotte salutes our active and retired Policemen and Firemen with a special offer of \$1,000 Off on the purchase of any new Victory motorcycle--cruiser or touring machine. This offer is valid on any new Victory motorcycle purchased before June 30, 2012.

In addition, your friends at Indian Victory Charlotte will add in \$500 in accessories to help make your new Victory machine uniquely yours.

We have dozens of friends among the ranks of police and firefighters, and we know how much they love to ride. We appreciate the everyday stress involved and know that riding a wonderful motorcycle can be a most enjoyable experience.

Stop in and visit us soon and check out the great collection of Victory machines just for you. Closed Sunday & Monday, but



ready for you at I-85 Exit 22.

FABULOUS DEALS ON RARE BEAUTIES!

Brand New Indian Chiefs At Extremely Low Prices

2010 Indian Chief Vintage



\$33,897.00, 10 miles and absolutely beautiful. This Chief Vintage has one of the rarest color combinations for 2010 in Plains Blue / Ivory Cream. (You may not see it ever again.) Top that with distressed tan leather and this bike is at home at the local rally or the open road. Thumbs up is the automatic response when people see you on this unique Indian Chief. We can deliver anywhere and finance this Vintage for as long as 84

2011 Indian Chief Blackhawk Dark



\$25,999.00, 12 miles and loaded with attitude! Exceptionally rare and maybe exactly what you've been waiting for. 2011 Chief Blackhawk Dark has the Gloss Black Wheel Option to add to the "Dark Cool" of this Chief. Extremely limited production for this 1920s inspired styling. Unique features include functional mini fairing, quick detachable and functional seat cowl and edgy art-deco styling. We

months. Call today!

have over 200 Indian accessories for this machine.

VISIT OUR ALL-NEW SHOWROOM!

Check Out Our New Look With The Addition of Victory Motorcycles, Accessories and Apparel

If you haven't visited us lately, stop by and check out the exciting new Victory models, merchandise and accessories. New bikes and apparel are arriving each week, so there's no shortage of new eye candy.

We especially want to invite all our diehard (but open-minded) H-D fans to take a closer look at the Victory lineup. This new American motorcycle was designed and built with you in mind. It's also the fastest-growing motorcycle brand in North America. We think you'll be pleasantly surprised. If you've got the time, stop by on April 13 or 14 for our Victory Demo Days. Just southwest of Charlotte at I-85 at Exit 22.



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