



# **THE STATE OF THE INDIAN NATION IS ABSOLUTELY EXCELLENT!**

**The Future of Indian Motorcycle  
Is So Bright, We'll Have To  
Wear Shades...**

AUGUST 1, 2011---Perhaps we owe an apology to Timbuk3 for borrowing their line, but we're very pumped up at this moment. Why?

We just returned from our first Polaris Indian Dealer meeting in Nashville and great things are in the works for Indian Motorcycle. There is no doubt that Polaris is deeply committed to building the brand and great motorcycles. We are more enthused than ever (if that's even

possible) about the bright future for America's First Motorcycle.

Moving is always a hassle, more so when it's an entire factory. So don't expect any quick moves or radical approaches. Changes will be evolutionary, not revolutionary. While many elements are still in development stages, the pricing structure for new Indians will be the same.

Indian will remain a limited edition ultra premium motorcycle. It will not compete at the lower end of the market. Consider that Volkswagen also owns Audi, Bentley and Lamborghini and you begin to get a glimpse of the long term strategy.

We will not see 2012 model Indian Chiefs until December-January and there will be fewer models and color combinations. (Only three 2-tone paint combos will be available, plus solid black and solid red.)

So there's NO REASON TO WAIT and good reason to ACT NOW to acquire your new Indian Chief. Indian Motorcycle Charlotte has several color combos and models in stock that will NOT be available in 2012: Chief Classics in solid Silver or Blue, a Roadmaster, and Chief Vintages in solid Ivory Cream, plus Plains

Blue/Ivory and Red/Black combinations. We also have a few ultra rare 2011 Chief Blackhawks. (Call for pricing.) This excellent selection of brand-new 2010 & 2011 Chiefs is on our showroom floor at attractive prices and ready for immediate delivery!

Thank you again for your continuous support. You have made us and kept us the #1 Indian Motorcycle Dealer in the World. Please let me know if we can do anything to serve you better.

Sincerely,

Mark Moses - Owner & General Manager

---

## **Exclusive: 2012 Anniversary Edition Indian Chiefs!**

**We just learned that Polaris is planning to build 110 Special Anniversary Edition Chiefs with 109 offered for sale. #110 will stay with Polaris as one of the first Indians built at Spirit Lake, Iowa. Each historic bike will come with a special leather jacket and other items to be announced. Indian Motorcycle Charlotte is now taking Advance Orders with a deposit of \$1,000 for December delivery. More details to come. For more information, call**

Mark at 704-879-4560.

---

# AMERICA'S FIRST & FINEST MOTORCYCLE ENDURES

**A Tribute To The Imagination  
and Aspirations of A Passionate  
Few Who Powered The Indian  
Renaissance**



A lot has happened in the last 110 years since those first Indian Motorcycles hit the streets. So it seems appropriate to review how this legendary all-American motorcycle has evolved

into today's ultra-premium American cruiser.

Indian was America's First Motorcycle, launched in 1901 in Springfield, Massachusetts. For at least four decades, Indian was the leading motorcycle in the U.S. and the #1 choice of law enforcement and experienced riders. Indians held numerous racing records, both on pavement and in the dirt. It was the brand that everyone loved and revered.

Indian's well-documented decline began during WWII, when the U.S. military opted for purpose-built Harley-Davidson machines for a huge military contract. Almost immediately, Indian production slowed. And as GIs returned home, they bought motorcycles they knew best---H-Ds. Indian closed its doors in 1953.

45 years later, a group in California resurrected the Indian brand and began producing Indian Chiefs, Roadmasters, Spirits and Scouts until 2003 when investment group funding dried up.

A few years later, Stellican Group purchased the rights and spent four long years optimizing design and engineering details before launch of the new 2009 Indian Chief. The result was well worth the effort. Today's Indian motorcycles are extraordinary in every way and embody both a reverence for classic Indian design, and a

commitment to high technology components that deliver powerful, reliable performance.

The evolution will continue under the guidance of Polaris, but the spirit and essence of Indian will remain unfiltered. Indian will never be a mass-produced motorcycle. It will always be hand-crafted for the discerning few who appreciate the value of exclusivity. For that reason, Indians will always command a premium price comparable to fine limited production motorcars.

Everyone it seems, has an Indian story to tell-- of a father, uncle, aunt, grandfather or great-grandfather who lived the joy of Indian. With great reverence for our ancestors, the new Indian motorcycle story continues to being written. Perhaps you'd like to experience that singular joy. We invite to join the Indian nation. Visit us soon.

---

---

**OWN A  
CHAMPIONSHIP  
MOTORCYCLE!**

## **This Spectacular 2009 Indian Chief Vintage Has A Winning History Attached**

This beautiful low mileage 2009 Indian Chief Vintage is pre-owned, with a special connection to a well-known NASCAR driver/celebrity.

It was the former "ride" of NASCAR's Camping World Truck Series Champion Ron Hornaday. Ron's father had owned an Indian and Ron took delivery here at Indian Motorcycle Charlotte with high hopes of taking several enjoyable long trips.

But it was not to be. Between his racing schedule, guest and sponsor commitments and numerous appearances, he just never found the time to hit the open road as he envisioned.

"I really loved riding this Indian. It's beautiful and I really like the color scheme. (Of course, I picked it out.) It has great power and handling and is extremely well balanced. I hope it goes to a good home."

It has only 927 miles on the odometer and is a great buy with a very special history. For more details, give us a call at 704-879-5640. We can

ship this bike anywhere!

---

# **JOIN US ON THE TRAIL OF TEARS RIDE STARTING SEPT. 17 IN CHATTANOOGA**

**Indian Motorcycle Charlotte Is  
Proud To Be A Major Sponsor of  
This Important Event**



In 1838 and 1839, as part of Andrew Jackson's Indian removal policy, the Cherokee nation was forced to give up its lands east of the Mississippi River and to migrate to an area in present-day Oklahoma. The Cherokee people



called this journey the "Trail of Tears," because of its devastating effects. The migrants faced hunger, disease, and exhaustion on the forced march. Over 4,000 out of 15,000 of the Cherokees died.

The Ride commemorates their painful journey. Join us on September 17 for the start of the 17th Annual "TRAIL OF TEARS" Remembrance Ride in Chattanooga, ending in Florence, Alabama. Click on the logo (above) to go to the Official Site and sign up.

The Ride: In the 1990's, research of Native American history revealed that the Trail of Tears passed along present-day Hwy. 72. A biker, Bill Cason, felt the route should be officially recognized and marked. He suggested the best way to create public awareness was a bike ride.

Thus began plans for the 1st Annual Trail of Tears Motorcycle Ride. On October 8, 1994, eight motorcycles began the ride at Ross's Landing. By ride's end, the number had increased to about 100.

By 2001, the 8th Annual Trail of Tears Motorcycle Ride started with 40,000 motorcycles and ended with a reported 90,000 - making this event the largest organized

motorcycle ride in history. And it has continued to grow every year.

---

# **JULY WAS A VERY HOT MONTH AT INDIAN MOTORCYCLE CHARLOTTE!**



**A few precautions were in order as temperatures and sales rose to unexpected levels in July. It was good to know our friends at the Lowell Fire Department were keeping an eye on us.**

---

## **NURTURE YOUR**

# DARK SIDE!

## Indian Motorcycle Charlotte Has A Limited Selection of Very Rare Dark Horse and Blackhawk Models.

### 2010 Indian Chief Dark Horse



\$27,297.00, 20 miles, Was \$28,297.00 Make an outrageous statement and gather a crowd wherever you go. Not much more to say about this Chief Dark Horse. As you can see, it just drips with cool! The desirable Distressed Seat with Fringe adds to the "Old School" image of this Indian. At the same time, it's loaded with the latest in high technology

### 2011 Indian Chief Blackhawk Dark



\$29,999.00, 12 miles. This is one extremely rare Indian Chief. New for 2011 and ready for immediate delivery. This one has the Gloss Black Wheel Option to add to the "Dark Cool". Extremely limited production means only a very few lucky and inspired owners. Unique styling points include functional mini fairing, quick detachable and functional seat cowl.

performance features. We can offer financing to 84 months and rates as low as 6.99% to qualified buyers, so give us a call. This rare opportunity won't last. And we can ship this beauty anywhere.

Edgy art-deco styling of the paint and graphics complete the masterpiece of style and beauty. Over 200 Indian Accessories are available and in stock.

---

# THE BEST INDIAN APPAREL IS HERE!

**Visit Indian Motorcycle Charlotte For The Very Latest**

Comfortable and cool summer clothing is a great way to look your best while feeling great! Our showroom is stocked with everything you need to keep cool and dry while looking great! Leathers, boots, belts, jackets, sweaters---you name it!

The selection of premium quality Indian apparel is constantly changing at



Indian Motorcycle  
Charlotte. New shipments  
arrive each week. Stop in  
soon and browse through  
hundreds of examples of  
authentic Indian gear.  
Something for everyone!

---



**Thanks again for helping make us one of North America's TOP 100 DEALERS! We're working hard to build your trust and make your every experience here an enjoyable one. Stop in soon and say "hey". Cold refreshments are always free and available. We'd love to see you!**

---

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

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

