



**WE'RE CELEBRATING
THE EXCITING
FUTURE OF THE
INDIAN NATION**

**Thank You For Making Indian
Motorcycle Charlotte The World's
Leading Indian Dealer**



JUNE 2011---Memorial Day and July 4th are two great American holidays recognizing the sacrifice and vision of those who helped make our nation what it is today. Now that Polaris Industries will power Indian Motorcycle into the future, we think it's a good time to both celebrate and reflect on how we got here.

If you're new to Indian Motorcycle Charlotte, we want you to know who we are and why you can count on us to work to remain the World's Leading Indian Motorcycle dealer. It's both a personal and professional story.

You know that Indian, America's First Motorcycle, started life in 1901. But in recent times, what did it take to be the First and the

World's Leading Indian Motorcycle Dealer?
Passion. Commitment. Imagination.
Perseverance. Timing. & Hard Work.

Our success story began in an automotive service shop, where we also built high performance customs. Car & Driver magazine called us "one of America's Top 10 independent garages". (Remember those?) But we were always fans of motorcycles, especially Indian. So when Indian launched again in 1999, we were watching and decided to become an Indian dealer.

In January 2003, we opened Indian Motorcycle Toledo in a storefront location, while a spectacular \$3 million custom-designed facility was being built at the intersection of I-80 and I-75. Over 15,000 attended our Grand Opening in July 2003 with gorgeous new Indian Chiefs in our showroom. Response was fantastic.

Then, only eight weeks later, Indian Motorcycle Company closed its doors in Gilroy, California. We re-branded as North Coast Motorcycle, added Triumph and Big Dog and pushed forward, but our hearts were committed to Indian. (As North Coast Motorcycle, we were a Top 100 Dealer for 4 years running and were actually selected as The #1 of all the Top 100 Dealers in 2007.)

After Stellican purchased the rights to Indian, we pursued becoming a part of that team. We closed North Coast, moved our family to North Carolina and worked as a department head during the development of the new Indian Motorcycle.

We were directly involved all aspects of the design and construction of the Indian "flagship" dealer facility. In 2008, after many interviews and no viable dealer candidates emerged, we were offered the opportunity to own and operate Indian's first new dealership. We seized the chance, resigning from Indian Motorcycle Company to start this new venture.

Indian Motorcycle Charlotte's Grand Opening took place in October 2008 with about 6,000 in attendance. It was a great beginning to the renaissance of this legendary brand and we've worked hard to keep that momentum going.

Of course, Indian Motorcycle Charlotte launched during one of the worst economic downturns in eighty years, so we'd be less than honest if we didn't say it was often a struggle. But we succeeded through the continuous hard work of our staff, fabulous new motorcycles and our collective passion for Indian.

As the world's leading dealer, we will continue our focus on providing the absolute finest customer service and earning your trust on a daily basis. We look forward to the engineering, production and merchandising resources that Polaris will bring--assuring a bright future for Indian. That's the short version of our history so far, as we work toward an even brighter future. Thought you'd like to know.

Need a ride? We still have an excellent selection of beautiful, powerful Kings Mountain Indians in stock. Visit us soon and ride out on a collectible legend. As I've often said "Get your hands on an Indian and you'll never let go."

I look forward to seeing you soon.

Mark Moses - Owner & General Manager



THE 2011 BLACKHAWK CHIEF ROCKS

**Open Your Mind To The Power &
Beauty of Art Deco**



The fantastic 2011 Indian Chief Blackhawk is certain to be an instant classic. With Art Deco styling and numerous unique features like GPS, these very special Indian Chiefs are thunderous rolling sculptures. Even at rest, this custom machine captures the imagination and draws an appreciative crowd.

Available in two unique color schemes, the Indian Chief Blackhawk is powered by the very same 105 cubic inch PowerPlus V-Twin, mated to a 6-speed Baker transmission with stopping via Brembo brakes. Special cowlings are completely and easily detachable to change the look as you desire.

Are you ready to experience the art of the ride?
Indian Motorcycle Charlotte has only four of these beautiful 2011 model machines left and

there won't be any more...ever! Call Mark at 704-879-5640 for your special pricing. Financing to 84 months with rates as low as 6.99%. Stop dreaming and start riding.



**IT'S YOUR TIME TO
RIDE A POWERFUL
ALL-AMERICAN
LEGEND!**

**Every Kings Mountain Indian
Chief Is Now A Valuable Limited
Edition Machine**



Every new Indian Chief in our showroom is now an exclusive Limited Edition machine that's become highly desirable, collectible and rare. The Indian Motorcycle factory at Kings Mountain, North Carolina is no longer operating as (new owner) Polaris Industries begins work on the 2012 model Indian Chiefs at the new home of Indian at Spirit Lake, Iowa.

This end-of-a-production-run moment could signal a life-changing opportunity for you to own a fabulous Kings Mountain Indian Chief. No more exist. And, as you might expect, Indian Motorcycle Charlotte has the largest selection of brand new Indian Chiefs anywhere, including a great collection of 2011 Indian Chief models.

All these Indian Chiefs are classically beautiful, high performance cruisers destined to maintain their value even as you ride them everyday. There won't ever be any more precisely like these machines.

If you've been thinking about Indian--and we know you have--we recommend stopping in soon. Or give Mark a call at 704-879-4560 to see what may be in store for you. With terms to 84 months and interest rates as low as 6.99%, there's no reason to wait. It's time to show your rugged individualism and appreciation for the better things in life. Call today and capture your joy.



Thanks to you, we were a TOP 100 Dealer in 2010 and again in 2011-- from over 10,000 eligible powersports dealers. We pledge to continue to earn your trust and business by working hard to exceed your expectations. Let us be the only motorcycle dealer you ever need. Please let us know if there's anything we can do

to make your Indian
motorcycle experience
better!

POWERFUL DREAMS TAKE FLIGHT AT INDIAN MOTORCYCLE CHARLOTTE



**Visit us soon at I-85 Exit 22, just
Southwest of Charlotte-Douglas**

**International Airport. We make dreams
come true Tuesday through Saturday.
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879-4560**

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