

INDIAN·VICTORY
CHARLOTTE

Indian
MOTORCYCLE



FLAGSHIP NEWS



WORLD HEADQUARTERS FOR AMERICA'S FINEST MOTORCYCLES™

IT'S TIME TO RIDE AN INDIAN!

**America's First Motorcycle Continues To
Draw Adoring Crowds No Matter Where
You Ride**



MAY 1, 2012--Great riding weather is here! We're very pleased to say that the pace of sales is very strong, which we take as an indication of our improving regional economy.

We're not out of the woods yet, but brand new Indian Chiefs, Victory Cross Country and Vegas models have been rolling out of our showroom and onto the beautiful twisty roads of the Carolinas.

If you haven't settled into your new ride, stop in and visit.

We opened our doors in October of 2008 and we've been recognized as one of North America's Top 100 Dealers every year since. We're working hard to build your trust and want to convince you to be a customer for life.

As you probably know, we are the #1 Indian Motorcycle dealer in the world, so our selection is always the best and deepest. We also are the world's leading producer of one-off customs, what we call our Charlotte Signature Edition machines. So if you require something a little different, give us a call. If you're a collector of rare motorcycles, you may want to consider the very first Polaris-produced Indian Chief offered for sale. It is a 2012 model Chief Vintage with serial #0002. We have it waiting for you. Call 704-879-4560 for details.

As we enter the season of numerous rides, rallies and events, we want to thank all of you for your encouragement through tough economic times. I also want to emphasize that we are absolutely committed to deliver the best motorcycle dealer experience on the planet. We are always working to make your ownership experience first class in

every way.

Our two extraordinary American motorcycle brands are a real pleasure to represent and after only 4 months as a Victory dealer, we're learning more about these amazing motorcycles every week. I want to personally invite you to stop in and visit us anytime. We always have a cold or hot refreshment and a place to sit and relax. We look forward to seeing you soon here at I-85 Exit 22.

Sincerely,

Mark Moses - Owner & General Manager

LAST CHANCE TO OWN AN AMAZING 2011 INDIAN CHIEF BLACKHAWK!

**Only Three of these Ultra Limited
Edition Machines Remain At Super-Low
Blowout Pricing**



Fewer than thirty of these neo-classic 2011 Indian Chief Blackhawks were produced. Indian Victory Charlotte acquired six of them and have just three remaining, all at incredibly low prices. Save over \$5,000 on these stunning motorcycles!

Featuring the familiar Indian Chief 105 PowerPlus V-Twin, Baker 6-speed transmission and Brembo brakes, these machines make a fabulous statement wherever you go. We also have over 200 accessories in stock to make your new Blackhawk uniquely yours.

They won't last long at these price, so stop in soon and take a closer look at one of the most unique Indian Chiefs ever made.

CUSTOM INDIAN PARTS & ACCESSORIES

Make Indian Victory Charlotte Your Headquarters For Your All Indian Parts & Accessory Needs

Indian Victory Charlotte is the developer and source for all your special Indian Chief accessories and parts. Our newest custom part is this Indian Chief Headdress Coil Cover (at left). Inspired by the 1940-era Indian horn cover and available for 2009-2012 Chiefs.



Check out our Indian Chief Dual Tube Bumpers (front & rear). Fishtail Exhaust Tips are coming soon. Check out our website for our entire line of parts and accessories for your Indian Chief at www.indianmotorcyclecharlotte.com

DO YOU DREAM IN STARLIGHT SILVER?

Spectacular Indian Chief Classic Is The Very Last Of Its Kind

This very last 2011 Indian Chief Classic in stunning silver is waiting for you. it's been one of our favorites since the day it arrived.

We think Starlight Silver is an absolutely wonderful color that attracts the eye of the purist--and it is no longer available, making this bike very rare indeed.

Not only that, but since it's an older brand-new machine, you'll save over \$2,000. It features every single element of Indian's high technology powertrain: 105 CI PowerPlus V-Twin, Baker 6-speed transmission, Brembo brakes and more. Don't wait. This one won't last long!



**WE SUPPORT OUR
TROOPS!**

Memorial Day Is Monday May 28

As we celebrate Memorial Day on May 28, we want all of our friends and customers to take a little extra time to reflect on all those who have given so much for our freedom and liberty. We all know that for each man and woman who serves, there are many more family members and friends who are affected.

We salute all who put themselves in harm's way to support these United States of America. Your courage and commitment does not go unnoticed.

As a small token of our support, we are offering great deals on our America-made motorcycles to all active duty and retired military personnel around the world.

A very sincere "Thank



A TRIBUTE TO OUR TROOPS
WE APPRECIATE YOUR SERVICE!

INDIAN-VICTORY CHARLOTTE SALUTES ALL ACTIVE AND RETIRED U.S. MILITARY PERSONNEL
Army, Navy, Air Force, Marines and Coast Guard as well as all Reserve and National Guard personnel.

NEW INDIAN CHIEFS \$2000 off Any non-discounted 2011 or 2012 Indian Chief ONLY at Indian Victory Charlotte.	VICTORY MOTORCYCLES \$1000 off Plus Indian Victory Charlotte will add \$500 in Victory Apparel or Accessories.
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Hurry! This offer expires June 30, 2012

Indian MOTORCYCLES **INDIAN-VICTORY** CHARLOTTE 

You" from your friends at
Indian Victory Charlotte!

WE WANT TO BE YOUR VICTORY DEALER!

**Introducing A New Policy To Help You
Decide**



Indian Victory Charlotte is one of the world's newest Victory dealers. We're very proud of the progress we've made in a few short months. Our first shipment of Victory motorcycles didn't arrive until January 2012, but we've gotten dozens more since then, and held a very successful Demo Day event on April 13 & 14.

As the world's leading Indian dealer, we are very excited to have another high quality American-built motorcycle in our showroom. Sales have been strong, but we've also encountered something new, which has made us refine our sales strategy.

Those who know us know that we work tirelessly to create high customer satisfaction. Some would say we're customer-obsessed. (We think that's a good thing.) We also strongly believe that our customers deserve a great deal. To us, this concept extends far beyond the price paid.

We don't believe aggressive pricing alone has any place in building "real" customer relationships. But we also realize that everyone is looking for ways to save money. So to level the playing field, for the next 90 days (until July 31, 2012 and maybe beyond) we are offering a "Price Match Guarantee" on any new Victory model.

How this will work: Any "potential" customer within 100 miles of our store can bring us any Victory dealer's written price quote on any new Victory in stock. We will match that price. Period. We want to take "price" off the table as a decision point. Why?

We are certain that no dealer can match our level of attention and ongoing service, and we'd like you to experience the difference at I-85 Exit 22. Give us a call at 704-879-4560 if you have any questions. Look forward to seeing you soon!

**THE ULTIMATE ROAD TRIP
STARTS HERE!**

Indian Victory Charlotte Has These Award-Winning Touring Machines In Stock & Ready To Ride!

2012 Victory Cross Country™ Tour



\$22,499.00, 10 miles, One of the smoothest, fastest, most agile, and flat out coolest motorcycles in the world today. The Cross Country Tour has the largest luggage storage of any motorcycle in the industry! The Rear Trunk is also a Quick Detachable Unit! Add on ABS Brakes, a Powerful 106 CID Twin, Six Speed OD Transmission, an iPod connection and you will ride further and in higher style then has ever been possible. Stop in today to see this CC Tour today...Financing for 7 Years is available - Call today to discuss your options...

2012 Victory Cross Country™



\$19,499.00, 12 miles, Raise the Bar and cast off the Shield... - Finally a tough Bagger with REAL power and handling that will not leave you wanting for more. The rare Imperial Blue paint drips with cool, a real 'must see'... Features like standard Cruise Control, ABS Brakes, 21 Gallons of storage, and 18 inch floorboards give you the features you want to ride all day long. This Road Warrior is made to pass all that slows you down, call today to call this bike your own. Easy to buy and a joy to own, you know you want to...

The new long distance machine others will be chasing for years.

Performance, check. Comfort, check. Styling, check.

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