

INDIAN·VICTORY  
CHARLOTTE

Indian  
MOTORCYCLE



# FLAGSHIP NEWS



WORLD HEADQUARTERS FOR AMERICA'S FINEST MOTORCYCLES™

## THE ROADTRIP STARTS AT I-85 EXIT 22

**Spring Into Action With A Wonderful  
American Motorcycle & Great Times Are  
Around Every Curve**

Great riding weather is here to stay with only three weeks before the "official" start of Spring. This is a great time to be riding in the Carolinas! (Remember to set your clocks ahead on Sunday morning March 11th as Daylight Savings Time kicks in.) It's also a great time to take another look at the fabulous new Indian Chiefs at soul-stirring prices. Seen in person, they are absolutely breathtaking.

We know that acquiring an Indian Chief is not an impulse decision. But if you are considering an upgrade from your current mass-produced bike to a beautiful, contemporary, high technology team-built machine, stop in and take a look. We'd love to show you around and review the features of these limited edition works of art.

We're really excited about the increased sales activity and overall positive vibes coming from the economic sectors. It seems like a slow, but steady climb out of the sluggishness of the last few years. Many friends and fellow riders have been struggling, but it "feels" like things are improving all around.

Our selection of 2012 Victory motorcycles is growing weekly. We're thrilled to be able to offer both the First American Motorcycle and the Newest American Motorcycle. Both are great fun to ride. With Victory models starting at \$12,900, they have to be on your shopping list if you'd rather Buy American.

If you take a lot of trips, you must check out all the Victory Cross Country variations. These bikes have received nothing but praise from the motorcycle press, and are considered the "best touring bikes in the world" starting at about \$18,900.

Stop in anytime (Tuesday-Saturday) and take a closer look. Mark your calendar now for our upcoming full line demo days. The Victory Show Truck will be here and you'll be able to see and ride all the new Victory Motorcycles during our Demo Day event on April 13 & 14. More details coming, but you can reserve your slot now by calling us at 704-879-4560.

Again, we want to thank you for your continuous support. Indian Motorcycle Charlotte (Indian Victory Charlotte) was

again named a TOP 100 DEALER by Dealernews magazine--  
for the third year in a row. Even more amazing, since we've  
only been in business for three years. But we also know the  
best is yet to come.

Thanks again for your support and we look forward to  
seeing you soon.

Sincerely,

Mark Moses - Owner & General Manager

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# **GREAT PRICING ON 2011 BLACKHAWKS!**

**Extremely Rare and Incredibly  
Affordable**



Only a precious few of these unique 2011 Indian Chief Blackhawks remain of the fifty built. We're pricing them so far below MSRP, we can't even advertise the price. Don't like the 1920s deco-inspired styling? We've got hundreds of accessories to "change the look" to your liking. This will be a great Indian to own, with the same Indian Chief technology and performance. Call Mark at 704-879-4560 for more information.

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**INDIANS GATHER  
CROWDS**

## 1930 Scout Generated Interest At The V-Twin Show



We just returned from the 2012 Dealer Expo and V-Twin Show in Indianapolis where we received the Top 100 Award. In addition to the awards ceremony, we walked through the thousands of square feet of exhibits showing everything from tires, helmets and clothing to electric scooters, service department equipment and business management software.

It never fails that somewhere there will be an iconic Indian motorcycle on display to gather crowds and illustrate the history of American motorcycles. This one was at the Coker tire booth. Thought you'd enjoy.



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# **WHO DO YOU WANT TO MAKE HAPPY?**

**Bring Smiles Of Joy To Your Loved One  
With A Fabulous Machine From Indian  
Victory Charlotte**

If it's time to consider a new motorcycle, it time to visit Indian Victory Charlotte, just southwest of Charlotte at I-85 exit 22. Here you'll find the perfect motorcycles to bring a smile to your face and hers. (She just might fall in love with the Vegas.)



You already know about the beauty, power and iconic look of America's First Motorcycle, but now you can also choose from a very large collection of the Newest American Motorcycles-- Victory. With advanced design, styling and engineering, they bring smiles and performance to a new level. That's one reason Victory is the fastest-growing motorcycle brand in America!

Stop in soon and take a look. We know you'll be happy you did. The only thing better than a new motorcycle is two new motorcycles-- hers and his.

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# CLASSIC ELEGANCE DEFINED

**A Striking Example Of Indian Motorcycle  
Art**



This beautiful brand new 2011 Indian Chief Classic is just waiting for the right owner. Clean and visually stunning in a now discontinued color, it represents the distillation of everything that makes an Indian an Indian in a pure



unadulterated form. If you love clean, uncluttered, and timelessly classic, this is the motorcycle for you. We only have one of these and it's priced at thousands below MSRP with terms to 84 months. Hurry!

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# Mystery To Be Revealed

What is it? A unique color to be sure....

We can't talk about it yet, but Indian Victory Charlotte is bringing something new to sunny Florida. All will be revealed at this year's Daytona Beach Bike Week March 9-18. We think you're gonna love it. Hope to see you there!



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