**INDIAN MOTORCYCLE OF LINCOLN ANNOUNCES ‘DEMO DAYS’ EVENT AND LOCAL PRESS PREVIEW FEATURING TEST RIDES OF THE ALL-NEW, JUST ANNOUNCED 2014 INDIAN CHIEF MOTORCYCLES**

*Indian Chief Classic cruiser, Indian Chief Vintage soft bagger, and Indian Chieftain hard bagger with fairing models on-hand and ready for test rides*

**Lincoln, NE — September 3, 2013 —** Indian Motorcycle of Lincoln today announced it will be among the first in the nation to offer Lincoln-area motorcycling enthusiasts the opportunity to see, feel and test ride the all-new [2014 Indian Chief models](http://www.indianmotorcycle.com/en-us/motorcycles), which were unveiled on August 3, 2013 at the Sturgis Motorcycle Rally. Under the new ownership and brand stewardship of [Polaris Industries](http://www.polaris.com/en-us/home.aspx), the world’s leading manufacturer of Powersports equipment, the Indian Motorcycle brand is back and more powerful than ever, and the three stunning new Indian Chief models are destined to be among the year’s hottest new bikes. Members of the local press and qualified local riders are encouraged to experience firsthand these history-making motorcycles – up close and personal.

**Demo Days Event Details:**

**When:**

* Saturday, September 7from 8 a.m. – 6 p.m.
	+ Press Preview: 12 p.m. – 2 p.m.
* Sunday, September 8from 8 a.m. – 6 p.m.
	+ Press Preview: 9 a.m. – 12 p.m.

**Where:**

Indian Motorcycle of Lincoln

7100 Husker Circle

Lincoln, NE 68504

**What:**

Representatives of Indian Motorcycle of Lincoln will be available throughout the event, but representatives of the local press are encouraged to participate during the Local Press Preview referenced above. The dealership management and staff will be highly accessible to the press at that time, and the new 2014 Indian Chief models will be on-hand for photography or demo rides (with valid motorcycle endorsement and proper riding gear).

**Online Press Kit**: [www.imcpress.com](http://www.imcpress.com) (password: 1901)

Below, for your reference, are brief descriptions of each of the three all-new 2014 Indian Chief models that will be on-display at Indian Motorcycle of Lincoln throughout the “Demo Days” event and the Local Press Preview:

**2014 Indian Chief Classic (starting MSRP: $18,999)**

The new Indian Chief Classic is a pure, powerful cruiser forged from key heritage design elements yet wrapped in advanced design, engineering and technology. It features iconic styling like valanced fenders, rich genuine leather saddle, classic tank-mounted instrumentation, tear-drop fuel tank design, and sculpted and lighted front fender war bonnet. The 2014 Indian Chief Classic comes standard with a host of premium features including endless chrome, keyless ignition, ABS, cruise control, throttle-by-wire, true dual exhaust, high quality chrome laced spoke wheels, brake caliper covers, cast aluminum frame with integrated air intake, and much more.

**2014 Indian Chief Vintage (starting MSRP: $20,999)**

The new Indian Chief Vintage is a soft bagger that takes iconic Indian Motorcycle styling to a whole new level with handcrafted detail and a signature heritage aesthetic. The Indian Chief Vintage offers top-quality quick-release soft-sided leather bags, leather fringe, chrome fender tips, vintage chrome badging on the front fender and a quick-release windshield for easy installation or removal. It includes the same premium standard features as the Indian Chief Classic, and sports the same iconic design elements like valanced fenders, laced wheels, whitewall tires, tank-mounted instrument cluster and extensive chrome finishes throughout. It is also powered by the new Thunder Stroke 111 engine.

**2014 Indian Chieftain (starting MSRP: $22,999)**

The first Indian Motorcycle of its kind, the 2014 Indian Chieftain maintains the legendary Indian Chief styling, while taking this progressive machine to new heights with advanced features and premium comfort. Unlike any Indian Motorcycle ever made, the Chieftain features a fairing with integrated driving lights, and its power windshield is an industry-first for a fork-mounted fairing. Standard features include hard saddlebags featuring remote locks and quick-release anchors, a high-output audio system featuring integrated Bluetooth® smartphone connectivity, and a tire pressure monitoring system.

**Availability**

The full line of 2014 Indian Chief models are available for order now and will arrive in dealerships in September, along with an extensive array of apparel, parts and accessories. Visit [www.indianmotorcycle.com](http://www.indianmotorcycle.com) to check out the Demo Tour schedule or to see the full line of apparel, parts and accessories.

**ABOUT INDIAN MOTORCYCLE®**

Indian Motorcycle, a wholly-owned subsidiary of Polaris Industries Inc. (NYSE: PII), is America’s first motorcycle company. Founded in 1901, Indian Motorcycle has won the hearts of motorcyclists around the world and earned distinction as one of America’s most legendary and iconic brands through unrivaled racing dominance, engineering prowess and countless innovations and industry firsts. Today that heritage and passion is reignited under new brand stewardship. To learn more, please visit www.indianmotorcycle.com.

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