



## INDIAN MOTORCYCLE TO REV THINGS UP AT 74<sup>TH</sup> ANNUAL STURGIS MOTORCYCLE RALLY WITH ALL-NEW MODEL YEAR 2015 LINEUP

*Experience the industry's hottest new bikes in a week packed with demo rides, product demonstrations, apparel sales, live music, and more*

**MINNEAPOLIS, Minn. — June 24, 2014 —** [Indian Motorcycle®](#), America's first motorcycle company, today announced its plans and itinerary for the 74<sup>th</sup> annual Sturgis Motorcycle Rally, which formally runs August 4-10 in Sturgis, South Dakota. As the company celebrates the one year anniversary of its re-introduction into the motorcycle industry with the launch of the 2014 Indian Chief, this year's unveiling of model year 2015 promises to be another memorable moment in Indian Motorcycle history. Visit the [Indian Motorcycle Sturgis event page](#) for updates.

### **Indian Motorcycle Display, 3rd & Lazelle St., August 2 – August 9, 9 a.m. – 5 p.m. daily**

Motorcycling fans are invited to stop by and explore the Indian Motorcycle display in Downtown Sturgis to check out the entire lineup of 2015 models. The Indian Motorcycle exhibit will offer hands-on product demonstrations, apparel sales, accessory displays, and much more. The display will also feature the American Motor Drome Company with live "Wall of Death" shows where daredevils risk life and limb to thrill and entertain Sturgis attendees. Shows performed daily on the hour; starting on Sunday, August 3 at 11 a.m. with the last show at 5 p.m. Tickets are complementary, courtesy of Indian Motorcycle. Riders can also enter for a chance to win a 2015 Indian motorcycle.

### **Indian Motorcycle Demo Experience, I-90 @ Exit 30, August 2 – August 9, 9 a.m. – 5 p.m. daily**

Sturgis Rally attendees can be among the first to ride the all-new 2015 Indian Motorcycle lineup at the Indian Motorcycle Demo Experience on I-90 at Exit 30. Rides will be led daily with the first ride leaving at 9:15 a.m., last ride at 4:30 p.m. Riders must be 18 years of age and must provide proof of endorsement along with a helmet and appropriate riding attire. For full details visit [www.indianmotorcycle.com](http://www.indianmotorcycle.com).

### **Indian Motorcycle @ the Crossroads at Sturgis Buffalo Chip, August 2 – August 9, 9 a.m. – 5 p.m.**

Riders can also explore the new Indian Motorcycle display at the Crossroads to learn about the model year 2015 lineup, the brand's heritage and sign up to win a 2015 Indian motorcycle. Admission to the Crossroads is free.

### **Indian Motorcycle Night @ the Sturgis Buffalo Chip, Sunday, August 3, 8:30 p.m.**

Indian Motorcycle will host a party on Sunday, August 3 at Sturgis' famous Buffalo Chip, known as the Largest Music Festival in Motorcycling™. In addition to southern rock band Lynyrd Skynyrd performing live on the Chip's main stage, Indian Motorcycle will take the stage to celebrate and showcase its all-new 2015 Indian motorcycles. All are invited; check the Indian Motorcycle website for special details for Indian Motorcycle owners. For details and ticket information, visit [www.buffalochip.com](http://www.buffalochip.com) or [www.indianmotorcycle.com](http://www.indianmotorcycle.com).



**Indian Motorcycle Owner Activities**

Owners of new and heritage Indian motorcycles will receive VIP treatment throughout the rally week starting with the Indian Motorcycle Owner Event on Sunday, August 3. Owners are encouraged to stop at the newly opened Indian Motorcycle Sturgis dealership from noon–2 p.m. for a complimentary lunch, followed by the opportunity to participate in any of a number of exciting planned rides. All owners are also invited to take part in Indian Motorcycle Night at the Sturgis Buffalo Chip for dinner and an evening of live music and enjoyment. Throughout the weeklong rally, Indian Motorcycle owners can present their key to receive a special complementary gift at the Lazelle St. display, sign up for the Indian Motorcycle Riders Group, and much more. Owners should watch their email for further details.

**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](http://www.indianmotorcycle.com).

**ABOUT POLARIS® INDUSTRIES**

Polaris is a recognized leader in the powersports industry with annual 2013 sales of \$3.8 billion. Polaris designs, engineers, manufactures and markets innovative, high quality off-road vehicles, including all-terrain vehicles (ATVs) and the Polaris *RANGER*® and *RZR*® side-by-side vehicles, snowmobiles, motorcycles and on-road electric/hybrid powered vehicles.

Polaris is among the global sales leaders for both snowmobiles and off-road vehicles and has established a presence in the heavyweight cruiser and touring motorcycle market with the Victory and Indian Motorcycle brands. Additionally, Polaris continues to invest in the global on-road small electric/hybrid powered vehicle industry with Global Electric Motorcars (GEM), Goupil Industrie SA, Aixam Mega S.A.S., and internally developed vehicles. Polaris enhances the riding experience with a complete line of Polaris Engineered Parts, Accessories and Apparel, Klim branded apparel and ORV accessories under the Kolpin and Cycle Country brands.

Polaris Industries Inc. trades on the New York Stock Exchange under the symbol “PII”, and the Company is included in the S&P Mid-Cap 400 stock price index.

Information about the complete line of Polaris products, apparel and vehicle accessories are available from authorized Polaris dealers or anytime at [www.polaris.com](http://www.polaris.com).

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