



INDIAN MOTORCYCLE REDEFINES LUXURY TOURING WITH THE 2015 INDIAN ROADMASTER

Starting at \$26,999 the new king of the road extends the 2015 Indian Motorcycle lineup debuting at Sturgis, with more to come

MINNEAPOLIS, Minn. — July 28, 2014 — [Indian Motorcycle](#)[®], America's first motorcycle company, is pleased to announce the all-new 2015 Indian Roadmaster™, setting a new benchmark as the ultimate in luxury motorcycle touring. This exceptional new addition to the Indian Motorcycle family will make its public debut on August 2 at the 74th annual Sturgis Motorcycle Rally and will be available for demo rides throughout the weeklong event along with the rest of the 2015 Indian Motorcycle lineup. More announcements regarding the 2015 line of Indian bikes will also be made on August 2.

2015 Indian Roadmaster

Originally produced from 1947-1953, the Indian Roadmaster was widely recognized as one of America's most reliable and comfortable touring bikes, and the all-new 2015 Roadmaster is destined to reclaim that honor. In keeping with its legendary namesake, the Roadmaster comes loaded with premium features for comfort, convenience and luxury, including expansive storage capacity and unmatched power and performance.

"It has truly been a privilege and an honor for our team to be a part of motorcycling history in designing and reintroducing the Roadmaster, which has such a legendary reputation as the king of luxury touring bikes," said Steve Menneto, VP of Motorcycles for Polaris Industries. "The quality, craftsmanship, performance and standard feature set on this bike is simply unmatched in the luxury touring segment, and we look forward to sharing the 2015 Roadmaster and other exciting announcements with the global motorcycling community beginning August 2nd in Sturgis."

Comfort & Convenience by Design

The new Roadmaster was built from the ground up for all-day, two-passenger touring comfort, with expansive, easy-access storage for extended rides in virtually any weather condition. It offers:

- Nearly 38 gallons of weatherproof storage
- Standard dual hard-sided saddlebags and a roomy quick-release, carpet-lined rear trunk —both featuring remote locking for security and convenience
- Enhanced driver leg room and adjustable passenger floorboards
- The Horizon Windscreen featuring power-adjust
- Desert Tan Genuine Leather heated seats with individual controls and high/low settings
- Heated grips featuring 10 temperature settings
- Adjustable airflow lower fairings



Luxury is Standard

The 2015 Roadmaster takes American luxury and comfort to a whole new level with an extensive list of standard premium features that include:

- High-resolution Anti-Lock Brakes
- Chrome front and rear highway bars
- Tire pressure monitoring system
- Keyless ignition with remote saddlebag and trunk locks
- Triple power ports
- Pathfinder LED Lighting throughout
- Electronic cruise control
- Advanced infotainment system offering communication, navigation, and telephone and Pandora® integration
- Bluetooth capability for hands-free multi-device connectivity

Proven Power and Endless Chrome

Indian Motorcycle's new flagship luxury touring bike is powered by the awe-inspiring and proven Thunder Stroke 111™ engine, a 49-degree, air-cooled V-twin power plant mated to a 6-speed overdrive transmission. The Roadmaster is dripping in standard chrome, including the forks, trim, trunk rack, front and rear highway bars, fender tips, and many other chrome components that are options on other brands.

Pricing & Availability

The 2015 Indian Roadmaster is available at a starting MSRP of \$26,999 with expected delivery in dealerships across North American in September. It is available in Thunder Black, Indian Motorcycle Red, and a two-tone Indian Motorcycle Red/Ivory Cream paint scheme.

Sturgis Rally attendees can experience the Roadmaster by visiting the Indian Motorcycle exhibit at 3rd & Lazelle St., or taking a demo ride at the Indian Motorcycle Demo Experience, I-90 @ Exit 30. Visit the [Indian Motorcycle Sturgis event page](#) for 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.

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.

PRESS RELEASE



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.

###

MEDIA CONTACT

Megan Kathman
Skyya Communications
www.skyya.com
ph: (651) 785-3212
megan.kathman@skyya.com