



THE ROAD IS CALLING

INDIAN MOTORCYCLE RACING ANNOUNCES RETURN TO AMA PRO FLAT TRACK

AMA Pro Flat Track is highly competitive and has evolved into a demanding, technical and specialized event. Multi-time AMA Grand National Champion Jared Mees will join the Indian Motorcycle Racing Team as a test rider in 2016. Mees, 30, won the AMA Grand National Twins Championship in 2009, AMA Grand National Singles Championship in 2012, and the unified AMA Grand National Championship (GNC1) title in 2012, 2014 and 2015.

“We are very excited to return to the AMA Circuit,” says Steve Menneto, President of Motorcycles for Polaris Industries, “We know that fans of Indian Motorcycle have been anticipating this announcement and can’t wait to see Indian Racing back in action.”



JULY MEDIA EFFORTS

Indian will be on TV in the US and Canada in July! The Scout TV Spot will air on major television networks including ESPN, Discovery Channel, AMC, History Channel, and Fox Sports 1



CHECK OUT THE MAY ISSUE OF MENS JOURNAL WITH THE SCOUT® SIXTY ON THE COVER!

A copy of the cover will be sent to dealerships for them to display in store.

Over 42.7M total media impressions purchased to drive traffic to your dealership!

Media Articles

AUTOEVOLUTION – Indian Motorcycle makes a Historic Return to AMA Pro Flat Track

AUTOBLOG – Indian to take on Harley-Davidson in flat track racing

LA TIMES – Racing into a motorcycle design empire

JULY EVENT: FLY THE FLAG

JULY 16 – FLY THE FLAG

- Visit your local dealer to support and learn more about the 2016 Veteran's Charity Ride to Sturgis. Make a donation to Vet's Ride and receive a limited edition flag-themed hat. Do not need to donate at a dealer. Donate at veteranscharityride.org/donate/ on or before July 16th and show your emailed receipt at your local dealer to redeem hat, while supplies last.
- Shipping 50 hats to each dealer who signed up to host event, with arrival at dealer by Thurs, July 14.

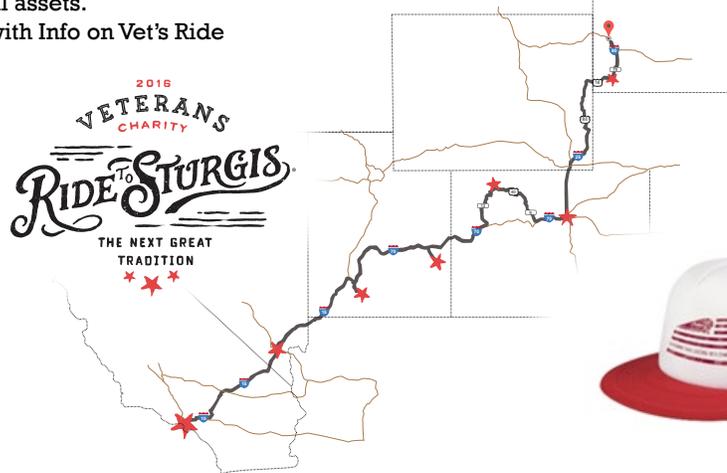
Event Assets on the Marketing Portal

- Dealer email, social post, print ads, poster and banner ads available on the Marketing Portal.
- Go to browse assets > search for “Fly the Flag” to find all assets.
- A 24”x36” poster print will be sent to each Dealership with Info on Vet's Ride

VETERANS CHARITY RIDE TO STURGIS

We take wounded and amputee veterans on Indian motorcycles, trikes and sidecars from Los Angeles to the Sturgis Bike Rally in South Dakota. The 2016 ride will start in Los Angeles on Saturday July 30th. We will spend nine days riding to Sturgis. This years route will take the Veterans through some of the most spectacular scenic backroads of Nevada, Utah, Colorado, Wyoming and South Dakota.

Visit veteranscharityride.org/donate to Donate!



OTHER JULY EVENTS

- Roar on the Shore: 7/13-7/16 – Erie, PA
- American Iron Magazine River Ride sponsored by Indian Motorcycle: 7/8 – LaCrosse, WI to IMC of Twin Cities



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JULY CUSTOMER CULTIVATION

Strategy: Whole Good & Promotions, ALL whole goods

JULY

Calling Daily
Email 7/2, 7/9, 7/16, 7/23, 7/30
Direct Mail 7/9, 7/23
July Direct Mail: 46,000
July Email: 22,000
JUNLY TOTAL: 68,000

MESSAGING

VERY HOT: **Buy Now!**
HOT: **“Why Wait?”**
WARM: **Test Ride!**
COOL & COLD:
Drive to HADCM,
B&Q, Test Ride, Sweeps

NEW IN-STORE RETAIL CO-OP

75/25 co-op split for On-Site Dealer Events in the second half of 2016, effective July 1st. Events that are off-site (rallies, bikes shows, etc.) will remain at 50/50.

JULY OFFERS

THE ROAD IS CALLING RETAIL PROGRAM

	HEAVYWEIGHT	MIDSIZE
Consumer Offers	\$1,500 TRADE-IN ALLOWANCE ON MY16 BIKES OR \$0 DOWN PAYMENT FINANCING AS LOW AS 3.99% FOR 72 MONTHS	\$0 DOWN PAYMENTS AS LOW AS \$110 A MONTH
Dealer Profitability	TWO WAYS TO TURN & EARN	
	EARN UP TO 1,500 PER UNIT ON SELECT MODELS* SELL 2 = EARN \$500 PER UNIT (\$1,000 TOTAL) SELL 3 = EARN \$1,000 PER UNIT (\$3,000 TOTAL) SELL 4 = EARN \$1,500 PER UNIT (\$6,000 TOTAL)	EARN \$250 PER UNIT RETRO ON MIDSIZE MODELS WHEN YOU SELL TWO OR MORE SELL 5 = EARN \$1,250
Warranty	2-YEAR FACTORY WARRANTY	
Coupons	HONORING HEROES, \$1500 TRADE IN ALLOWANCE ON HW MODELS	

JULY OVERDRIVE

Motorcycle: 7/15
Customer Care: 7/22
Demo Truck: Weekly

INDIAN OVERDRIVE - DIRECT MAIL

PG&A	Retention	4578
	Acquisition	5024
Whole Goods	Retention	4578
	Acquisition	5024
	Conquest	213,547
Demo	Demo DM	2300
Customer Care	Onboarding	4300
		239,400

Print Ad



Digital Ad





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