

# INDIAN MOTORCYCLE® ACCESSORIES

## SUMMER MARKET GUIDE

	AUGUST	SEPTEMBER	OCTOBER
<b>Dealer Sales Event</b>	Legendary Summer Event		
<b>Dealership Traffic Drivers</b>  <small>*Exclusive offer; to be eligible dealers must order to August program goal. (Coupon emailed to dealers after program close date)</small>	Sturgis Never Ends (Retail Event)  PROMO: *\$500 off \$2500 Heavy-weight PG&A Purchase  *\$250 off \$1000 Scout PG&A Purchase	Indian Motorcycle® Ride Command™ Launch Party (Retail Event)	Historic Return to Flat Track Racing (Retail Event)
<b>Dealer Sales Tools</b>	Pocket Guides, MY17 Accy Hangtags Catalog, Sales Event POP Kit		
<b>Owner Demand Creation &amp; Communications</b>	MY17 New Product Introduction: Email Website Social Media Paid Media	New Owner Emails  Catalogs mailed to New Owners  Legendary Summer Event (digital assets)  Overdrive Accessory Mailer	



### Dealer Clearance Events

Capitalize on seasonal traffic, clear out non-current inventory and provide great deals to your customers.



### Consumer Promotions

Incentives to drive traffic to your dealership, pull through your inventory and help you close the sale.



### Sales tools

Tools to inform sales staff, consumers and drive purchase.



### Owner Demand Creation

Maximizing your sales by driving return visits from existing owners.

**DEALER TIP:** Power Items make up ~50% total revenue and represent the biggest area of sales opportunity for your dealership – take advantage of FREE FREIGHT, FREE RETURNS and POWER ITEM DISCOUNTS when you order to your SMART goal. Have these higher-turn items in stock and provide a better experience for your customer. See your July SMART Order Form for more details and savings.

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Creating unique bike packages on your sales floor is key to maximizing sales potential and inspiring riders to purchase additional accessories.

- **Train your sales team** - Make sure your team understands the profit potential and sales process for add-on PG&A sales. Sales tools for 2017 lineup arrive in September.
- **Promote to younger customers** - Younger buyers do significant research online before visiting your dealership. Promote new bikes & accessories, sales and retail events on social media and other digital channels to secure these potential sales now and into the future.
- **Install Accessories on your demos** - Performance parts like Stage 2 Performance Cams and Scout Performance Shocks by Fox® increase chances of bike purchase through improved demo experience and drive incremental revenue for your dealership.

### 2017 SCOUT® & SCOUT® SIXTY ACCESSORIES

Introducing the all new 2017 Scout accessory lineup. With over 150 custom parts to choose from, you'll give your customers more options to style their bike with Indian Authentic Accessories.



#### Not Shown:

- Midframe insert  
2882006-468
- Fender Strut Cover Set  
Black: 2882007-468/156
- Stator Cover  
2881998-468/156
- Thermostat Cover  
2882001-468/156
- Frame Neck Inserts  
2882004-468/156
- Solo Seat Grab Rail  
2881963-156
- Drag Bar  
2881962-266
- Sport Seat  
2881997-01/05
- Billet Front Caliper Insert  
2882009-468

SEE SALES MATERIALS ON THE MARKETING PORTAL FOR MORE INFO OR VISIT  
[WWW.INDIANMOTORCYCLE.COM](http://WWW.INDIANMOTORCYCLE.COM)

# INDIAN MOTORCYCLE® ACCESSORIES

## INTRODUCING THE NEW 2017 SCOUT® BILLET COLLECTION

- 2881994-468/472 Shift Rod Standard
- 2881995-468/472 Shift Rod Extended Reach
- 2881996-468/472 Shift Rod Reduced Reach
- 2881998-156/468 Stator Cover
- 2881999-156/468 Primary Cover
- 2882000-156/468 Ignition Cover
- 2882001-156/468 Thermostat Cover
- 2882002-156/468 Shock Stem Cover Set
- 2882003-156/468 Muffler Tip Set
- 2882004-156/468 Frame Neck Inserts
- 2882005-156/468 Shift/Brake Peg
- 2882006-156/468 Midframe Cover
- 2882007-156/468 Fender Strut Cover Set
- 2882008-156/468 Front Master Cylinder Cover
- 2882009-156/468 Front Caliper Cover
- 2882294-156/468 Driver Pegs
- 2882295-156/468 Passenger Pegs

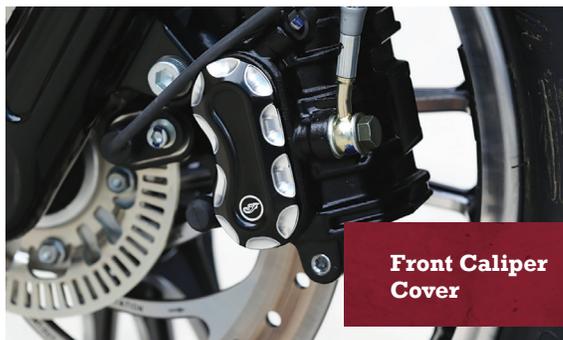
- 156 – Chrome
- 468 – Gloss Black
- 472 – Aluminum



**Muffler Tips**



**Master Cylinder Cover**



**Front Caliper Cover**



**Billet Primary Cover**



**Shift/Brake Peg**

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# INDIAN MOTORCYCLE® ACCESSORIES

## THUNDER STROKE 111® – 2017 ACCESSORIES

Featuring Over 52 New Accessories for Thunder Stroke Models

- Color Matched Parts
- Improved Audio Systems
- Extended Reach Touring Seat
- Integrated Garage Door Opener (Ride Command™ Accessory)



**Genuine Leather Extended Reach Heated Seat**



## See New Audio Tool in 2017 Accessory Catalog

To help you find the right audio components for your customer.

### INDIAN SPRINGFIELD™ BUILD YOUR AUDIO SYSTEM

Determining what accessories you need to amp up your audio can be tricky. To make things easier, select your audio goal below and pick the category that matches your bike.

#### 2016-2017 INDIAN SPRINGFIELD™

#### GOAL: ADDING SADDLEBAG AUDIO

WHAT DO YOU HAVE?	
STOCK BIKE (NO AUDIO)	BIKE WITH TRUNK AUDIO
Saddlebag Speakers 288212	Saddlebag Speakers 288213
Non-Pairing Amplifier 288216	Non-Pairing Amplifier 288216
Saddlebag Audio Lids 287969-XXX	Audio Splitter Harness 288209
	Saddlebag Audio Lids 287969-XXX

#### GOAL: ADDING TRUNK AUDIO

DETAILED TRUNK INFORMATION CAN BE FOUND ON THE NEXT PAGE.

WHAT DO YOU HAVE?	
STOCK BIKE (NO AUDIO)	BIKE WITH SADDLEBAG AUDIO
Trunk Speakers 288213	Trunk Speakers 288213
Non-Pairing Amplifier 288216	Non-Pairing Amplifier 288216
Trunk System See Pg. 68	Audio Splitter Harness 288209
	Trunk System See Pg. 68

#### GOAL: ADDING TRUNK AUDIO & SADDLEBAG AUDIO

DETAILED TRUNK INFORMATION CAN BE FOUND ON THE NEXT PAGE.

WHAT DO YOU HAVE?		
STOCK BIKE (NO AUDIO)	BIKE WITH SADDLEBAG AUDIO	BIKE WITH TRUNK AUDIO
Saddlebag Speakers 288212	Trunk Speakers 288213	Saddlebag Speakers 288213
Saddlebag Audio Lids 287969-XXX	Non-Pairing Amplifier 288216	Non-Pairing Amplifier 288216
Non-Pairing Amplifier 288216	Audio Splitter Harness 288209	Audio Splitter Harness 288209
Audio Splitter Harness 288209	Trunk System See Pg. 68	Saddlebag Audio Lids 287969-XXX
Trunk Speakers 288213		
Trunk System See Pg. 68		

\*XXX: Color options available on next page.



CONCERT AUDIO LIDS			
Thunder Black 287969-200	Indian Motorcycle® Red 287969-439	Steel Gray & Burgundy 287969-101	Springfield Blue Metallic & Silver 287969-100

SPEAKER KITS	
Premium Speaker Kit for Saddlebags 288212	Speaker Kit for Trunks 288213
fits models per 2016-2017 Indian Springfield™	fits models per 2016-2017 Indian Springfield™

AMPLIFIER KIT	
Non-Pairing Amplifier 288216	Audio Splitter Harness 288209
	This harness will allow the lid to be used with Saddlebag Audio and Trunk Audio. fits models per 2016-2017 Indian Springfield™

This amplifier is designed specifically for Steel™/Pulse™ or MP3 player use. Model Year & Capacity Rear (2016-2017) recommended. For model year 2016-2017 Indian Springfield™ include a fuse.

**Premium Concert Saddlebag Audio**



**SURROUND YOURSELF WITH IMPRESSIVE SOUND**

FULL ACCESSORY DETAILS AVAILABLE AT [WWW.INDIANMOTORCYCLE.COM](http://WWW.INDIANMOTORCYCLE.COM)

**SEE 2017 CATALOG AND NEW SALES POCKET GUIDE (ARRIVING IN SEPTEMBER) FOR THE COMPLETE 2017 ACCESSORY LINEUP**