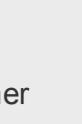




858.277.0422

YEAR TO DATE REVENUE: \$14.1M SAN DIEGO CA

CONTACT



## Q4 2018

### Welcome to the IMSD Newsletter

Welcome to the inaugural newsletter from Indian Motorcycle of San Diego ("IMSD"). We just completed our first quarter of business and we couldn't be happier with the results and experiences we have had with all our customers. We have been blessed with some of the best customers around and the experience with each customer has significantly exceeded our expectations. We welcomed many new riders into the IMSD family, and we have been fortunate enough to meet, and get to know a lot of amazing people during this wonderful time.

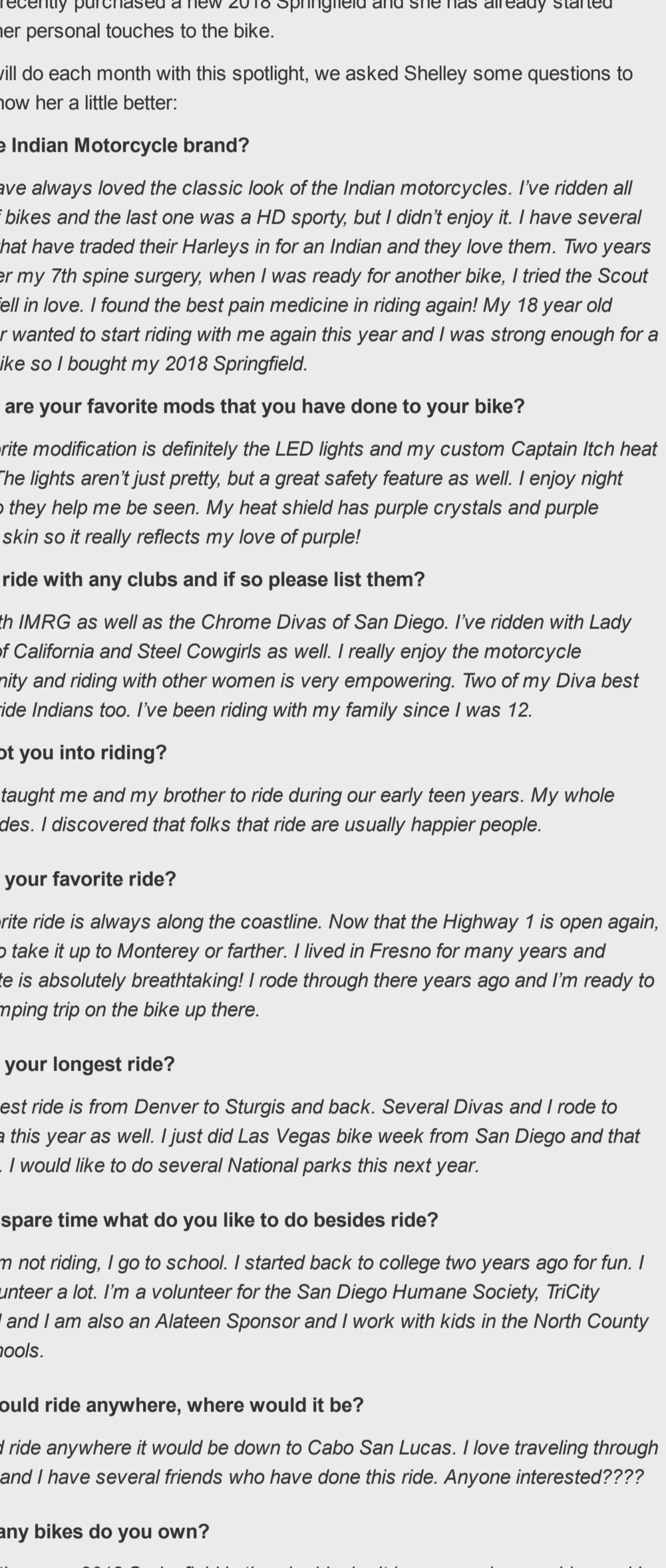
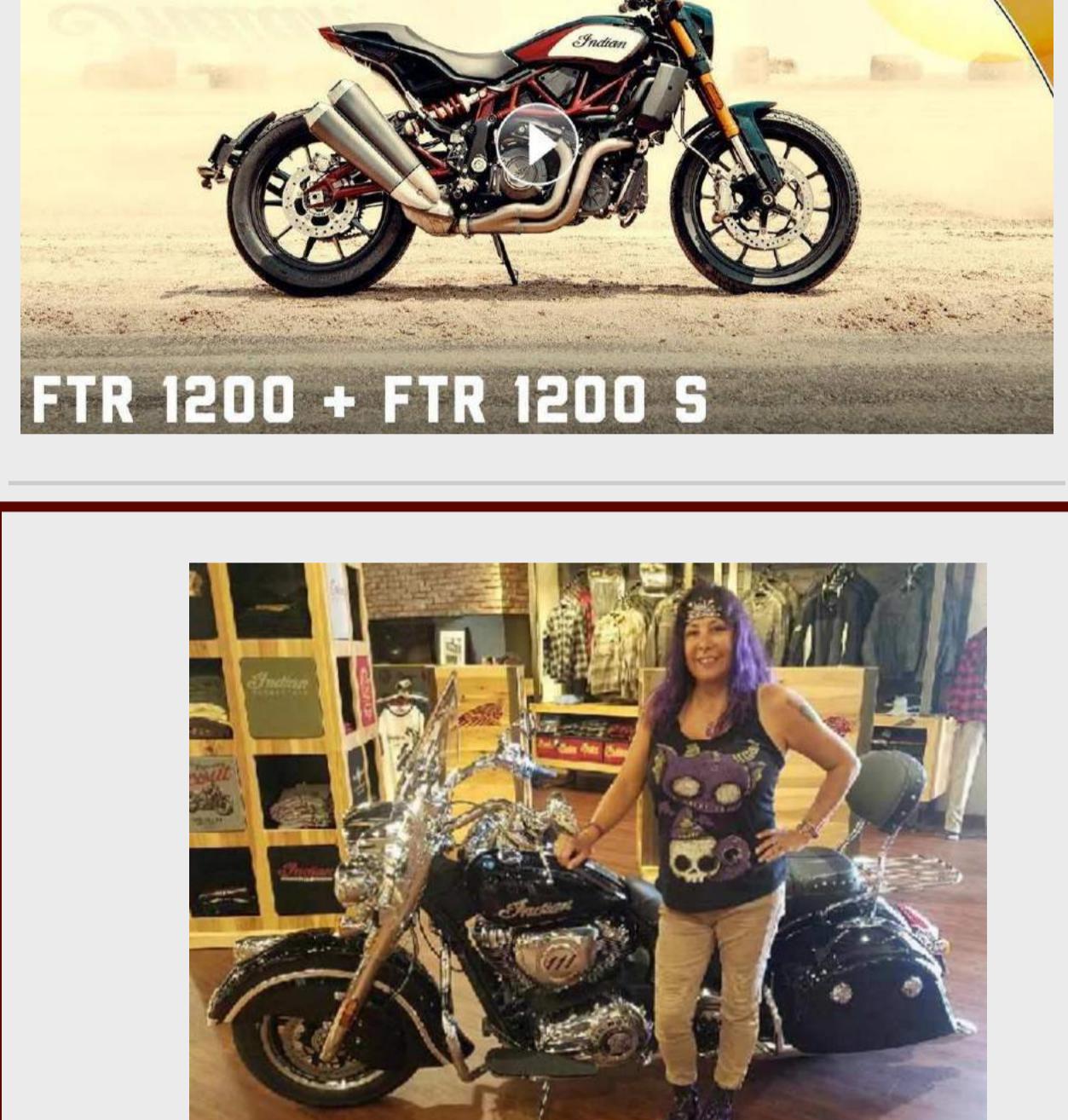
Our goal from the beginning was to help change the industry and tilt it to a customer centric one, but also to create a home and community for all riders to enjoy as often as they would like. We feel that our customer first approach and obsession to bring riders the best and fairest experience they will find will help drive the industry into one that will always bring you an experience that will mimic the amazing feeling you get when you are out riding your bike. No matter what brand of bike you ride, you will always be at every store, and we hope that we will always exceed your expectations at every location.

As part of our commitment to our customers, along with what we hope will be valuable content, we will publish this newsletter to our riding family each quarter. In an effort to always drive improvement, we welcome any and all feedback on how we can make the experience better one for you. Thank you and enjoy our first newsletter! Best,

Tim Broadhead

Owner & CEO

tim@indianofsd.com



2019 Chieftain Classic

### 2019's Are Rolling In!

The time is here! We have all your favorite 2019 bikes on our floor and they are ready for you to throw a leg over for a test ride. Experience the all new drive modes, which allows you to choose between three ride modes, Tour, Standard and Sport, for an experience that's customized to your riding style. All Thunderstroke 111 models have these new ride modes. They also have enhanced new features like the rear cylinder deactivation, which automatically shuts off the rear cylinder when the bike is stopped for enhanced comfort in slow-moving traffic, and its soon you'll hit the throttle, the rear cylinder seamlessly reactivates for full power. These are just a couple of the new features on the 2019's that are part of Indian Motorcycle's commitment to bringing you the best experience you will find. Feel free to [browse our inventory online](#) to see our latest arrivals.

### IMSD and the San Diego Gulls

We are excited to announce that Indian Motorcycle of San Diego has signed on as a corporate partner with the San Diego Gulls' hockey team for the 2018-2019 season. At select home games throughout the season we will have an Indian Motorcycle model on display in the concourse area during the game for fans to learn more about the bike, check out the beautiful details, and even get a memorable photo opportunity with the bike.

Want to experience one of the finest entertainment events that San Diego has to offer? When you purchase a new Indian Motorcycle from us you will have the option to receive 5 free tickets to the Gulls' game of your choice. Games will be subject to availability and on a first come first serve basis.



### Q4 Events

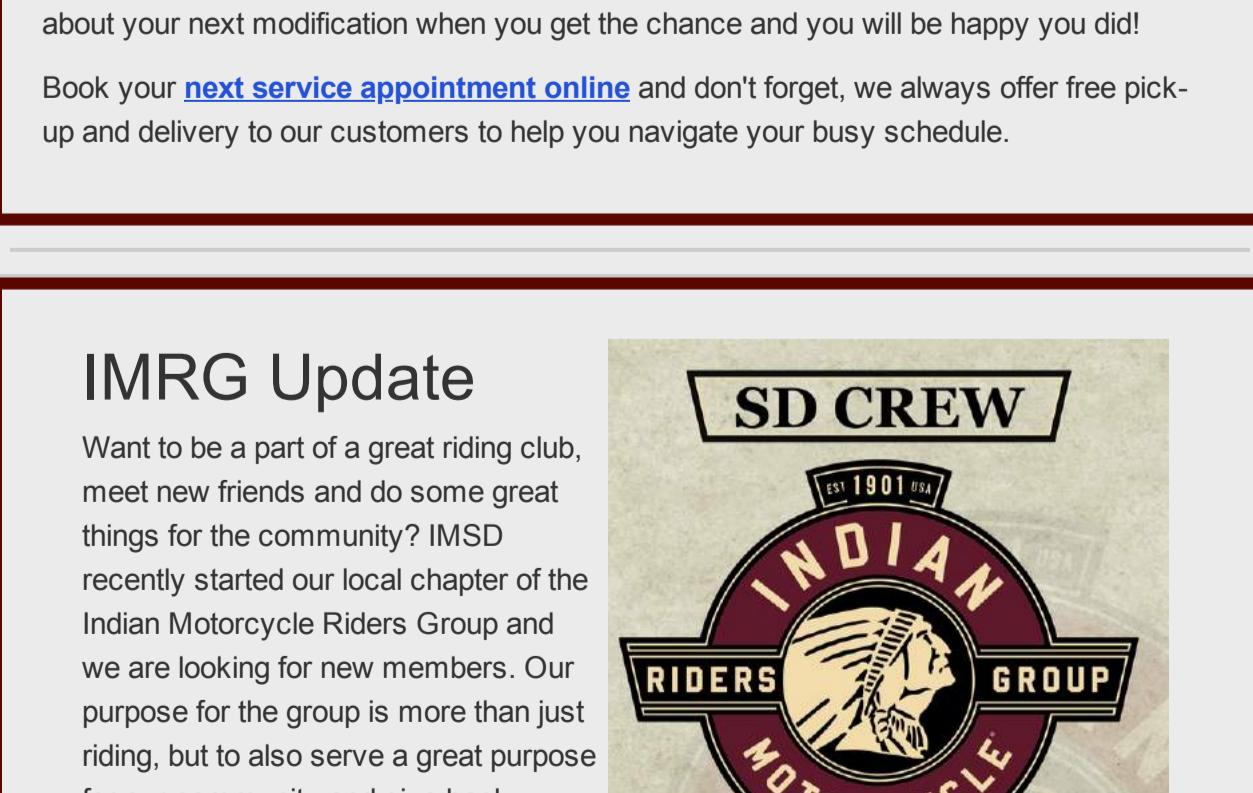
Q4 will be a fun and busy quarter for us and we look forward to seeing you at our events, as well as enjoying the holiday season with us. Our event schedule will always be a fluid one that is constantly being updated. To see the most up to date list of events, check out our [Events Calendar](#) for the details. Some of our Q4 events and sponsorships to note are:

- November 3: Sponsoring Partner for the Ride the WIND Ride
- November 5: Sponsoring Partner for Gene Locklear Tournament
- November 6: IMSD at the Gulls Game at the Valley View Casino Center
- November 10: Local Veterans Salute Ride - Details to Come
- November 12: Rady Childrens Hospital Radiothon Launch Event
- November 16: Sponsoring Partner for San Diego Saints Tournament
- November 23-26: Black Friday to Cyber Monday Dealership Event Specials
- November 30: IMSD at the Gulls Game at the Valley View Casino Center
- December Month: Season of the Gulls - Details to Come
- December 12-13: Rady Childrens Hospital Radiothon Event
- December 15: IMSD at the Gulls Game at the Valley View Casino Center
- December 21: IMSD at the Gulls Game at the Valley View Casino Center

### FTR 1200 Production Model

On October 1, 2018, Indian Motorcycle, set a new standard for American motorcycling with the unveiling of the FTR 1200 and FTR 1200 S. The FTR platform proudly breaks new ground and answers the call of enthusiasts around the world anxiously awaiting its debut.

Inspired by Indian Motorcycle's storied history and success in flat track racing, the FTR 1200 and FTR 1200 S take design and styling cues from the championship-winning FTR750 race bike that has dominated American Flat Track since it was introduced in 2016. It also takes styling inspiration from the FTR1200 Custom, unveiled a year ago as an exploration of what a flat track-inspired street bike could be. The platform delivers an American motorcycle with true flat tracker style and the performance to back it up. Check out the short video below with more details about the FTR 1200 models. Both models are anticipated to be on our showroom floor in the second quarter of 2019.



### Customer Spotlight

Each month we will select one of our customers that we will spotlight in this segment of the newsletter. For this newsletter our spotlight is on Shelley Alfaro.

Shelley recently purchased a new 2018 Springfield and she has already started adding her personal touches to the bike.

As we will do each month with this spotlight, we asked Shelley some questions to get to know her a little better:

#### Why the Indian Motorcycle brand?

Well I have always loved the classic look of the Indian motorcycles. I've ridden all types of bikes and the last one was a HD sporty, but I didn't enjoy it. I have several friends that have traded their Harleys in for an Indian and they love them. Two years ago, after my 7th spine surgery, when I was ready for another ride, I tried the Scout 60, and fell in love. I found the best pain medicine in riding again! My 18 year old daughter wanted to start riding with me again this year and I was strong enough for a bigger bike so I bought my 2018 Springfield.

#### What is your favorite mod that you have done to your bike?

My favorite modification is definitely the LED lights and my custom Captain Itch heat shield. The lights aren't just pretty, but a great safety feature as well. I enjoy night riding so they help me a lot. My heat shield has purple crystals and purple alligator skin so it really reflects my love of purple!

#### Do you ride with any clubs and if so please list them?

I ride with IMRG as well as the Chrome Divas of San Diego. I've ridden with Lady Bikers of California and Steel Cowgirls as well. I really enjoy the motorcycle community and riding with other women is very empowering. Two of my Diva best friends ride Indians too. I've been riding with my family since I was 12.

#### What got you into riding?

My dad taught me and my brother to ride during our early teen years. My whole family rides. I discovered that folks that ride are usually happier people.

#### What is your favorite ride?

My favorite ride is always along the coastline. Now that the Highway 1 is open again, I'd like to take it up to Monterey or farther. I lived in Fresno for many years and Yosemite is absolutely breathtaking! I rode through there years ago and I'm ready to do a camping trip on the bike up there.

#### What is your longest ride?

My longest ride is from Denver to Sturgis and back. Several Divas and I rode to Cambria this year as well. I just did Las Vegas bike week from San Diego and that was fun. I would like to do several National parks this next year.

#### In your spare time what do you like to do besides ride?

When I'm not riding, I go to school. I started back to college two years ago for fun. I also volunteer a lot. I'm a volunteer for the San Diego Humane Society, TriCity Hospital and I am also an Alateen Sponsor and I work with kids in the North County high schools.

#### If you could ride anywhere, where would it be?

If I could ride anywhere it would be down to Cabo San Lucas. I love traveling through Mexico and I have several friends who have done this ride. Anyone interested????

#### How many bikes do you own?

I currently own a 2018 Springfield in thunder black. It is an amazing machine and I can't imagine ever wanting a different bike.

We want to thank each and every one of you for letting us earn your trust and for becoming part of the IMSD family. Here is a collage of some of our great customer experiences:



### Holidays Cheers!

With the holidays right around the corner, are you looking for that perfect gift for the rider in your life? How about a gift card from Indian Motorcycle of San Diego!

Gift cards are now available in any amount and they can be reloaded as often as you want.

Our gift cards feature a beautiful image that captures the essence of San Diego and the Indian Motorcycle brand, and you will want to keep this card ready to use and show off as often as you can! Stop by our counter and ask one of our friendly staff to get your gift card today.

As a thank you to our customers, the coupon below can be presented during the holidays in our store for a one time discount on your order.

Present this coupon at Indian Motorcycle of San Diego and receive \$10 off any order of \$100 or more!

Offer valid through January 31, 2019  
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### Featured Products

Each quarter's newsletter will feature a couple of products to highlight and give our readers details on why we love the items. With the SoCal winter right around the corner, we felt this would be a great time to spotlight a couple of our favorite riding jackets. We have the benefit of year around riding, and these jackets are not only perfect for this time of the year, but also look great in fall and provide for a safe and comfortable ride!

The first item is the Men's Hedstrom Jacket. With clean and simple lines, this distressed leather riding jacket is crisp and will slice through the wind with all the comfort, warmth and protection you need. The iconic Indian Motorcycle logo on both the chest and across the back are understated to blend in with the simple and enduring style. The jacket is 100% leather with a zip out quilted liner; comes with flexible and removable armor; and has great ventilation.

Next we have the women's Loretto Jacket. This item is a clear favorite amongst our customers (whether they ride or not), and most will love the beauty of this jacket with its clean and subtle looks. Made out of a stretch cotton mix for added comfort, this jacket has a fixed lining that is 100% cotton and comes in the V-Twin Fit. With four exterior and one interior pockets, you will find plenty of room and flexibility for all your precious items. The adjustable waist tabs and snap cuffs will ensure the best fit possible for you.

Both items are in stock and ready for you to come try on. Our team is always ready to answer any questions you might have.

Our goal is to always carry styles and sizes to meet all your needs. We are always open to, and love feedback and suggestions on how we can improve your experience with us. If we don't have the item you are looking for in stock, please stop by and see Johnny Eckman, our Parts Manager. Johnny is always up to date on the latest in safe riding gear.

Assist the motorcycling community and the public at large in becoming aware that women are serious motorcyclists and deserve recognition as such.

Encourage further developments within the motorcycle industry to meet women's needs for equipment, clothing and accessories.

Make available information on safe riding techniques, and encourage participation in motorcycle safety courses.

Promote a positive image of motorcyclists, and of women as motorcyclists, through educating the news media and the general public, thereby challenging the untrue stereotypes that are commonly presented.

Enhance the sheer enjoyment of motorcycling, and encourage women by showing them they have limitless potential and can accomplish any goal or dream.

To learn more, stop in our store and check out the materials we have on display or online by [clicking here](#).

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