

# Iron Indian Riders Association



Powering Out of the Past - Cruising into the Future

# Smouldering Embers Punked



AdNews in the USA says Indian is broadcasting a cheeky TV ad in its home market ahead of the August 4 launch of the new bike at Sturgis.

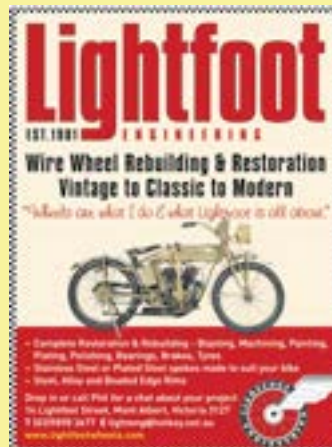
The report says: "Iconic motorcycle brand Harley-Davidson is taken down a notch in this fun, simple new spot for Indian Motorcycle, which takes a hard left three-quarters of the way through."

That 'hard left' is after you spend some time watching someone lovingly dusting off and cleaning a Harley which clearly hasn't been used for a while. Then, next thing, it's on the footpath with a for sale sign on it.

The catchline points out there are now more choices when it comes to American-made motorcycles.

[See this link.](#)

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# Rallies and renewals



Just a quick reminder that the next Crazy Horse Rally, based in sunny Corryong, is looming near, so you might want to get your entry in to Peter Kime ASAP.

Young Gary Hogg, our man on the spot in Corryong, says he's already working on the rides and promises some pearlys.

Also, memberships are now overdue and this is particularly important for anyone who has a club permit (club reg) through the IIRA. Again, make Mr Kime happy and send him the appropriate loot.

We've included all the info for both - just in case you missed it last month.

## Is that a bug on my windshield?

From the *Milwaukee-Wisconsin Journal Sentinel*: Polaris has spent a lot of money to revive the Indian brand as a stand-alone product. It's not a Victory bike with a different nameplate on it, he said.

At this point, Indian is barely a bug on Harley-Davidson's windshield.

Industry analyst Craig Kennison with Robert W Baird & Co says

Indian could sell about 4000 new Chiefs this year, compared with Harley's plans to ship 260,000 bikes to its dealerships.

Indian has about 300 of the new Chiefs ready to ship and is aiming for 130 dealerships in the United States and 70 outside of the US, according to Kennison.

[More here...](#)



## Events

July 30: AGM and election of a new committee. Pascoe Vale Hotel, 12 Railway Pde, Pascoe Vale, 7.00pm.  
August 4: Melb ride, possibly to see a B24 Liberator in Werribee. Contact [pjkime@hotmail.com](mailto:pjkime@hotmail.com).  
Sept 28-29: Crazy Horse Rally.  
Sept: Gypsie Tour along the Murray (see [this link](#)).



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member-only password for August:

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