**INDIAN MOTORCYCLE SHOWCASES MY16 CHIEF DARK HORSE**

[Indian Motorcycle](http://www.indianmotorcycle.com)®, America’s first motorcycle company, announce the launch of its newest motorcycle and the first of its 2016 model year, the Indian Chief Dark Horse. The grittiest new member of the Indian Motorcycle line-up will be showcased in a consumer reveal spanning two continents.

The hotly anticipated Chief Dark Horse will be revealed to US audiences at Chicago’s Progressive International Motorcycle Show, which kicks off Friday, 13th February at 1 pm and runs through to Sunday at 5 p.m. The new 2016 Indian Chief Dark Horse will be formally unveiled at 5:30 pm local time on Friday.

International audiences won’t have to wait long to see the new model in the metal, as the Chief Dark Horse will be revealed just 12hrs later in London, as part of the Indian Motorcycle display at the MCN London Motorcycle Show at 11:30 am Saturday 14th February at Excel, London Docklands.

The Indian Motorcycle display at MCN London will feature the entire lineup of awe-inspiring 2015 models, including the all new Scout, Roadmaster and 2015 Chief line-up, Indian Motorcycle apparel and accessories, and much more.

To join the reveal in London visit [www.mcnmotorcycleshow.com/tickets.php](http://www.mcnmotorcycleshow.com/tickets.php)

\*Availability dates may vary Country to Country – Please seek confirmation form the local distributor or contact the press office for more information.

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**Editors Notes:**

* **Full media information and press kit resources will be released at 6pm CST Friday 13th February**
* **Pricing MSRPs and Availability will be communicated regionally on a country by country basis**

**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](http://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.

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](http://www.polaris.com).

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