



INDIAN MOTORCYCLE UNLEASHES NEW SPORT CHIEF, RAISES THE BAR FOR AMERICAN V-TWIN PERFORMANCE CRUISERS

New Sport Chief Combines Timeless American Style with Quality Performance-Oriented Componentry, Including FOX® Piggyback Shocks, KYB® Inverted Front Forks, Dual-Disc Brembo® Brakes and More

MINNEAPOLIS, MN – February 21, 2023 – [Indian Motorcycle](#), America’s First Motorcycle Company, today unleashed its most aggressive iteration of the iconic Indian Chief with the launch of Sport Chief. Building upon one of the most historic and influential motorcycle namesakes of all time, the 2023 Sport Chief raises the bar for American V-Twin performance cruisers through premium performance-oriented componentry and timeless, American styling.

“Since launching in 2021, the reimagined Indian Chief has garnered incredible feedback from riders all around the world,” said Mike Dougherty, President of Indian Motorcycle. “With the introduction of Sport Chief, the 2023 Indian Chief lineup is more diverse than ever— offering a wide range of performance and styling options to meet each rider’s unique personality and riding preferences.”

When designing Sport Chief, Indian Motorcycle set its sights on performance by utilizing the finest components from proven brands. With KYB® inverted front forks, also featured on Indian Challenger models, Sport Chief offers superior handling and ride performance. The Sport Chief’s dual-disc, four-piston, semi-floating caliper, radial-mounted Brembo® brakes deliver confidence-inspiring stopping power, while piggyback rear FOX® shocks increase travel to four-inches and increases lean angle to 29.5 degrees, compared to other Indian Chief models. The result is an Indian Chief that begs for more aggressive riding and provides the confidence and capability to take the riding experience to another level.

“In 2021, we celebrated the 100-year anniversary of Indian Chief with a lineup that pays homage to the glory days of American motorcycling,” said Ola Stenegård, Director, Industrial Design for Indian Motorcycle. “With Sport Chief, we wanted to maintain the same care-free attitude and American muscle but elevate it even further with componentry that not only delivers a style and attitude that exudes performance but raises the bar entirely for performance cruisers.”

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Featuring a simplistic steel-tube frame, Sport Chief preserves the Indian Chief’s mechanical styling. At the heart of it all, a blacked-out Thunderstroke 116 motor delivers 120 ft-lbs of



torque, while a stylish new Quarter Fairing, along with new moto-style bars with machined triple clamps and six-inch risers set the Sport Chief apart from the rest of the Indian Chief lineup. With mid-mount foot controls and a solo gunfighter seat, riders are in a commanding, yet comfortable, riding position. Sport Chief features sport cast wheels wrapped in Pirelli® Night Dragon tires, a four-gallon fuel tank, bobbed rear fender, dual exhaust, LED lighting, keyless ignition, and three selectable ride modes, including Sport, Standard and Tour.

Ride-enhancing technology comes standard with Indian Motorcycle's class-leading four-inch touchscreen powered by RIDE COMMAND. Accessible via handlebar controls or the digital touchscreen display, riders can cycle through multiple interfaces, including two different gauge configurations, bike and ride information, and turn-by-turn navigation with connected features like weather and traffic overlays. If using a wireless helmet communicator, riders can control their music within the RIDE COMMAND system once their phone is paired via Bluetooth® or USB. Riders can also access phone information, including recent calls, contacts, number pad and text message history. When connected, incoming calls will appear and can be accepted or declined directly through the RIDE COMMAND system.

For riders looking to personalize their bike, Indian Motorcycle offers an array of accessories that enhance the bike's performance, comfort, or adds personal style.

Performance Accessories

For a smoother, more comfortable ride, Indian Chief riders can add Adjustable Piggyback Rear FOX® Shocks. Featuring 24 clicks via easy-to-operate twist knobs, riders can adjust compression and rebound damping to suit their riding preference.

Current Indian Chief, Chief Bobber, and Super Chief riders can upgrade to the Sport Chief's stock dual exposed FOX® Piggyback Rear Shocks, which provide four inches of travel with increased lean angle and an aftermarket, stylish look that increases stability, and improves comfort and capability for aggressive riding.

The new Chief Pathfinder 5 ¾ inch Adaptive LED Headlight, available in chrome or black, features patented, innovative technology that monitors the bike's lean angle and delivers optimized illumination of the road ahead. With an industry first adaptive high-beam, lighting performance is superior to that of a standard headlight, projecting light a greater distance and spread in front of the bike.

To improve air flow and add high-performance styling, riders can purchase either the Thunderstroke High Flow Air Intake or Thunderstroke Forward Air Intake.

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Style Accessories



Indian Chief riders looking to add personal style can select from a variety of Indian Motorcycle accessories. New 10-inch Moto Handlebar Risers not only add style, but deliver a more comfortable reach. Low and Tall windscreen options are available for the Sport Chief's Quarter Fairing, while a variety of bags, including a Solo Rack and Rack Bag, Tail Bag, and Bobber Saddlebag, complement the bike's design.

The Sport Chief's Quarter Fairing and six-inch Moto Handlebar Risers are available for current Indian Chief, Chief Bobber, and Super Chief riders.

Comfort Accessories

For added comfort and improved ergonomics based off height, riders can add an Extended Reach or Reduced Reach Seat. For two-up riding, Indian Motorcycle offers the Chief Syndicate Seat and a Syndicate Low Profile Passenger Backrest, which complements the Sport Chief's aggressive design.

Pricing for the 2023 Sport Chief starts at \$18,999 and is available in Black Smoke, Ruby Smoke, Stealth Gray, and Spirit Blue Smoke. Sport Chief will begin shipping to Indian Motorcycle dealers throughout the U.S. and Canada in March 2023. Riders can learn more at their local Indian Motorcycle dealership, by visiting [IndianMotorcycle.com](https://www.IndianMotorcycle.com), or by following along on [Facebook](#), [Twitter](#) and [Instagram](#).

ABOUT INDIAN MOTORCYCLE

Indian Motorcycle 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.

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