



NEWS RELEASE

## #001 Limited Edition Jack Daniel's Indian Chief Vintage Motorcycle Auctioned for \$150,000 at Barrett-Jackson Las Vegas

2016-10-18

All funds from the auction benefit U.S. Military personnel and their families through Operation Ride Home

MINNEAPOLIS--(BUSINESS WIRE)-- **Indian Motorcycle**<sup>®</sup>, America's First Motorcycle Company<sup>®</sup>, is proud to announce that the #001 2016 Limited Edition Jack Daniel's<sup>®</sup> Indian<sup>®</sup> Chief<sup>®</sup> Vintage motorcycle auctioned at Barrett-Jackson Las Vegas on Saturday October 15 raised \$150,000 for the benefit of **Operation Ride Home**, a program that assists active duty U.S. military personnel in traveling home to visit their families through a partnership with the Armed Services YMCA.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20161018006182/en/>

From left to right: Vincent Amato (winning bidder), Brian Klock (Klock Werks), Steve Menneto (Indian Motorcycle), Dave Stang (Jack Daniel's), Craig Jackson (Chairman/CEO of Barrett-Jackson Auction Company). Photo c/o Indian Motorcycle

One hundred fifty individually numbered 2016 Limited Edition Jack Daniel's<sup>®</sup> Indian<sup>®</sup> Chief<sup>®</sup> Vintage and Indian<sup>®</sup> Springfield<sup>™</sup>

motorcycle models were made available for purchase on March 4, 2016, for \$29,999. All but #001 of the 150-unit production run sold in just eight hours on the first day of availability, with that first unit being saved for this auction. These motorcycles represent the first time in the century and a half history of Jack Daniel's that any vehicle has had an officially sanctioned Jack Daniel's livery, making this motorcycle even more special.

#001 of the limited edition series, an Indian Chief Vintage version, was auctioned at world-renowned Barrett-

Jackson Las Vegas on October 15 at the Mandalay Bay resort. The full \$150,000 of proceeds from the auction will benefit Operation Ride Home, which assists active duty U.S. military personnel in traveling home to visit their families. Approximately 700 individuals – both service members and their families – will be reunited this holiday season care of this sale alone. Collector Vincent Amato won bidding and will take the motorcycle home to display in his collection.

"It's fantastic to see these two great brands partner for such a worthy cause," said Steve Menneto, President of Motorcycles for Polaris Industries. "Both Indian Motorcycle and Jack Daniel's have a respect and admiration for our enlisted men and women, and bringing military families together for the holidays is something that is truly special."

"The generosity shown by Mr. Amato in purchasing this special bike is simply remarkable," said Jeff Arnett, Jack Daniel's Master Distiller. "Just knowing how many more service members and their families we'll be able to assist with travel this year is something that makes us all very proud. It will make this holiday season even that more special for these heroes and their families."

Created to commemorate the 150<sup>th</sup> anniversary of the Jack Daniel Distillery and designed in conjunction with Klock Werks Kustom Cycles of Mitchell, S.D., both Limited Edition Jack Daniel's Indian Springfield and Indian Chief Vintage models feature an array of genuine Indian Motorcycle accessories, as well as Jack Daniel's-inspired custom paint and logos, badging, leather saddle and saddlebags. Each fender is inscribed with the names of the seven Master Distillers who have overseen the Jack Daniel's distilling process over its 150-year history, and an inscription of Jack Daniel's "Bottles and Throttles Don't Mix" mantra reminds riders that drinking and riding are meant to be enjoyed separately. Finally, both models also came with a custom-printed Jack Daniel's whiskey barrel top to commemorate each bike, a two-year unlimited mileage factory warranty and free membership in the Indian Motorcycle Riders Group™ for one year.

For more information about Operation Ride Home, or to make a tax-deductible donation, please visit [JDOperationRideHome.com](http://JDOperationRideHome.com). Jack Daniel's press information can be found at the Jack Daniel's press room located at [www.jdpressroom.com](http://www.jdpressroom.com). Learn more about Indian Motorcycle by visiting [IndianMotorcycle.com](http://IndianMotorcycle.com) and [Facebook](#), [Twitter](#) and [Instagram](#) social media channels.

## ABOUT INDIAN MOTORCYCLE®

Indian Motorcycle Company, 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 Industries Inc. (NYSE: PII) is a global powersports leader with annual 2015 sales of \$4.7 billion. Polaris fuels the passion of riders, workers and outdoor enthusiasts with our RANGER®, RZR® and POLARIS GENERAL™ side-by-side off-road vehicles; our SPORTSMAN® and POLARIS ACE® all-terrain off-road vehicles; VICTORY® and INDIAN MOTORCYCLE® midsize and heavyweight motorcycles; SLINGSHOT® moto-roadsters; and Polaris RMK®, INDY®, SWITCHBACK® and RUSH® snowmobiles. Polaris enhances the riding experience with parts, garments and accessories sold under multiple recognizable brands, and has a growing presence globally in adjacent markets with products including military and commercial off-road vehicles, quadricycles, and electric vehicles. [www.polaris.com](http://www.polaris.com)

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