



NEWS RELEASE

Indian Motorcycle and Jack Daniel's Benefit the Armed Services YMCA Through Annual Live Auction of Limited-Edition Motorcycle

2022-09-20

2022 Jack Daniel's Limited Edition Indian Challenger Dark Horse #001 Raises \$55,000; Grand Total of Six-Year Auction Series Eclipses \$400,000

Total Funds Raised Have Contributed to Reuniting More Than 10,000 Active Military Families via Operation Ride Home Program

MINNEAPOLIS--(BUSINESS WIRE)-- In 2016, **Indian Motorcycle** and **Jack Daniel's Tennessee Whiskey** forged the ultimate partnership in celebration of American craftsmanship. Each year, the two American originals auction serial #001 from that year's collection to support the **Armed Services YMCA (ASYMCA)** and its **Operation Ride Home** program, which assists active-duty United States military personnel in traveling home to visit their families. This year, the 2022 Jack Daniel's Limited Edition Indian Challenger Dark Horse raised \$55,000 at Mecum Auctions in Dallas, Texas. In total, the annual auction has raised over \$400,000, which has helped connect more than 10,000 enlisted service members with their families during the holidays and in times of need.

This press release features multimedia. View the full release here:
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Indian Motorcycle

America's First Motorcycle
company and America's First

Registered Distillery united to annually produce a limited-edition motorcycle collection that embodies innovation and world-class mastery. The partnership was created to bring together two of America's most iconic brands who



share a mutual commitment to independence, originality and American craftsmanship that dates back more than a century. With a shared respect for the U.S. military, Indian Motorcycle and Jack Daniel's save motorcycle #001 from each collection and auction it off with all proceeds benefitting the ASYMCA's Operation Ride Home program.

"Partnering with Jack Daniel's has been nothing short of amazing," said Aaron Jax, Vice President for Indian Motorcycle. "As two of America's most iconic and storied brands, we naturally share several core values, including our passion and respect for the U.S. military. We're proud of the platform our partnership with Jack Daniel's has provided, as we directly support the service men and women who serve our country and help connect them with their families during the holidays."

Designed in conjunction with Klock Werks Kustom Cycles, each exclusive model celebrates a piece of Jack Daniel's fine craftsmanship and attention to detail in its distilling process. In 2022, the Jack Daniel's Limited Edition Indian Challenger Dark Horse drew inspiration from Jack Daniel's renowned Tennessee Rye whiskey. With a custom Rye Metallic paint scheme, the bike's green and gold accents gave a nod to the high-touch crafting process of Jack Daniel's Tennessee Rye whiskey.

"Since establishing Operation Ride Home with the ASYMCA in 2011, it has been our mission to support junior-enlisted service members who do not have the financial means to connect with their families during important moments of the year," said Greg Luehrs, Director of Sponsorships and Partnerships for Jack Daniel's. "Our partnership with Indian Motorcycle has greatly expanded the reach of the program, as our annual auction of bike number 001 has been one of the leading contributors in total monies raised for Operation Ride Home."

"Jack Daniel's has been a long-time sponsor of the ASYMCA and we are truly humbled by their continued support," said Bill French, Chief Executive Officer of the ASYMCA. "Through Operation Ride Home and the contributions received from this year's auction, we anticipate that we will be able to connect nearly 2,000 service members with their families for the holidays. Many thanks to Jack Daniel's and Indian Motorcycle for continuing to support our mission."

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

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.

ABOUT JACK DANIEL'S

Officially registered by the U.S. Government in 1866 and based in Lynchburg, Tenn., the Jack Daniel Distillery is the first registered distillery in the United States and is on the National Register of Historic Places. Jack Daniel's is the maker of the world-famous Jack Daniel's Old No. 7 Tennessee Whiskey, Gentleman Jack Double Mellowed Tennessee Whiskey, Jack Daniel's Single Barrel Tennessee Whiskey, Jack Daniel's Tennessee Honey, Jack Daniel's Tennessee Fire, Jack Daniel's Tennessee Apple, Jack Daniel's Tennessee Rye, Jack Daniel's Sinatra Select and Jack Daniel's Country Cocktails. Today, Jack Daniel's is a true global icon found in more than 170 countries around the world and is the most valuable spirits brand in the world as recognized by Interbrand.

Please Drink Responsibly.

Tennessee Whiskey and Blended Straight Whiskey, 50% alc. by vol. Jack Daniel Distillery, Lynchburg, Tennessee. JACK DANIEL'S is a registered trademark. ©2022 Jack Daniel's. All rights reserved.

ABOUT ARMED SERVICES YMCA

The Armed Services YMCA (ASYMCA) is the oldest military support organization in the United States, founded in 1861. The ASYMCA's mission enhances the lives of active-duty junior enlisted military members and their families in spirit, mind and body through programs relevant to the unique challenges of military life. In 2020, the ASYMCA engaged nearly 150,000 individuals and delivered more than 500,000 points of service through its 12 Branches and 23 Affiliate Partners, serving 89 military installations across the U.S. To learn more about how the ASYMCA is "Strengthening Our Military Family^(R)" visit www.asymca.org.

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