

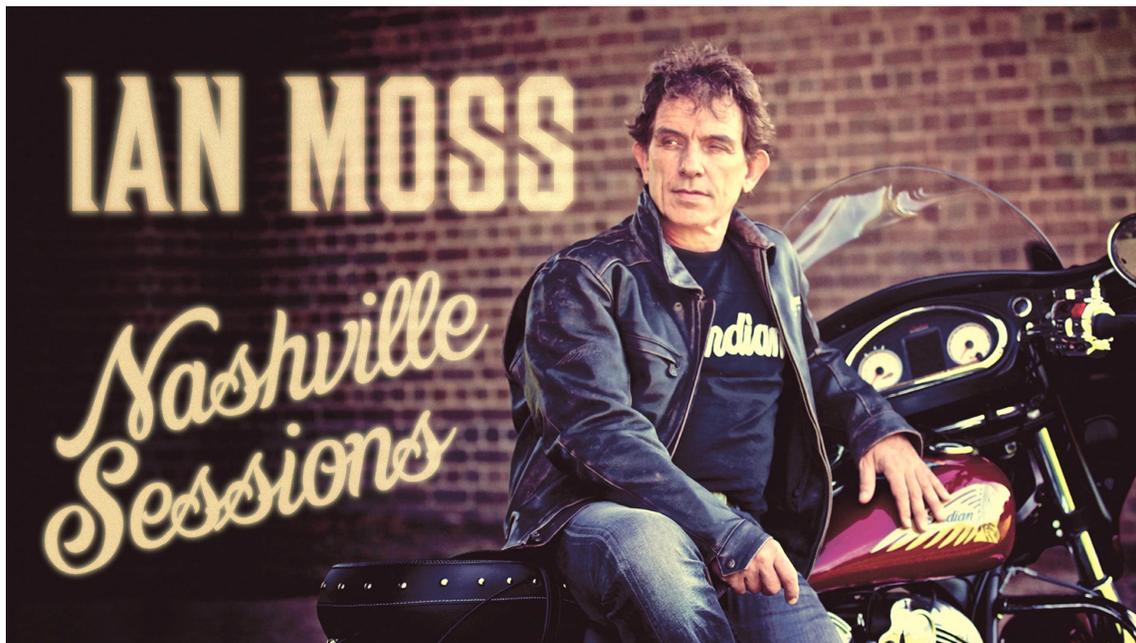
For Immediate Release

**The Ride Back to Alice
with Ian Moss & the charity Black Dog Ride**

Indian Motorcycle has lent support to Australian rock legend Ian Moss to fulfil a long held ambition to ride back to his home town of Alice Springs. Ian will use the pilgrimage to launch an all-new album titled "Nashville Sessions" whilst in the process raise awareness and funds for Black Dog Ride. Ian will perform a live concert at the iconic Finke Desert Race on the evening of June 10th, debuting the album's new hit single "Broadway" plus many of the classics and celebrate his home town's biggest motorsport event.

"This ride symbolically represents my life journey to some extent, always remembering my roots ... my hometown. This is a spiritual ride that I am proud and excited to be doing for a good cause" says Moss.

"It is also great to be able to use this ride and concert to raise awareness for a motorcycle based charity in Black Dog Ride that is gaining huge momentum, doing really positive things to tackle depression and suicide prevention. Something that all of us I'm sure, at some point in our lives have had experience with or known someone who has had depression."



Ian will be departing from the Victory and Indian Motorcycle showroom in Ashfield, Sydney on June 5th joined by a contingent of Victory and Indian riders, VIPs and fans embarking on a 5 day, 2700+km ride via Dubbo, Broken Hill, Port Augusta and Coober Pedy, eventually arriving in Alice Springs on June 9th. To set the tempo, Ian will be performing an acoustic set at a local venue in Dubbo on the first night for ride participants and local Black Dog Ride supporters.

The Ride Back to Alice has 2 separate departure points that will merge along the way to form one group as they ride into Alice Springs. Ian will be joined by fellow Victory brand ambassador, self-confessed car/bike enthusiast and renowned Australian funnyman Shane Jacobson in Alice Springs to add further support to the cause.

Sydney ride dates: 5th-11th June, 2016

Melbourne ride dates: 6th-11th June, 2016

Indian Motorcycle has also rallied behind Ian and Black Dog Ride, donating an exclusive and highly sought after 1 of 150 worldwide Limited Edition Jack Daniels Indian Chief Vintages valued at \$52,000 to Black Dog Ride, a charity that raises awareness and funds for depression and suicide prevention. **Anyone interested in bidding on this amazing bike can go to <http://bit.ly/ebayindian> to register, the auction and link won't be live until 8pm AEST 2/6/16 at which point bidding will commence and closes 8pm AEST 12/6/16.**

Ian will be appearing and performing on Channel Nine's NRL Footy Show on June 2nd to launch his ride and promote the online auction of the Indian Chief Vintage via eBay. The NRL Footy Show will update the ride's progress once it hits Coober Pedy on Wednesday 8 June, and then wrap up the following week with footage from Ian's Alice Springs concert and presentation of the Jack Daniels Indian Chief to the winning bidder. There will also be a live cross to the Nine Network's Today Show on the day of departure from Sydney and on Saturday morning June 11th from Alice Springs with the network's Simon Bouda participating in the first and last legs of the ride.

Indian Motorcycle Australia Managing Director, Peter Alexander said, "When Ian and his team approached us to get involved, we didn't hesitate. We saw the synergy between our worldwide partnership with Jack Daniels, the limited edition Vintage and longtime Indian Motorcycle Ambassador, Ian Moss riding back to his famous home town on an iconic motorcycle, for a poignant cause - it doesn't get much better."

The Back to Alice Ride brings together Ian Moss's recent recording of the *Nashville Sessions* album in Tennessee, Nashville also the home of Jack Daniels, that is celebrating their 150th Anniversary this year with Indian Motorcycle being an integral part.

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.au.

ABOUT BLACK DOG RIDE

A charity founded by a passionate motorcyclist, Steve Andrews, who was intent on doing something about the devastating suicide rate in Australia, which is twice the annual road toll. Since 2009, Black Dog Ride has involved thousands of Australian motorcycle riders in dozens of local suicide prevention rides, raising over \$2.2M for mental health services and fostering mental health awareness around the country. To find out more about Black Dog Ride, their events or to donate please visit <http://www.blackdogride.com.au/>