

## Indian Motorcycle News From Outside The Reality Distortion Field

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[www.cyrilhuzeblog.com](http://www.cyrilhuzeblog.com)

Since 2004 Stellican's acquisition of the Indian Motorcycle brand, and until now, we heard nothing from its executives. No information can lead to widespread rumors and distortion. Add to this the fact that Indian Motorcycle is an iconic brand over charged with a mix of nostalgia and emotion, that most of us have witnessed several attempts and failures to resurrect the brand, that a group of passionate Indian Lovers carry the Indian torch since 1953 but always felt ignored by those who got a chance before to re-launch new models, and you arrive at a situation of mistrust, skepticism or at least doubt towards the Indian name new owner. As Chairman Stephen Julius stated in my Blog a couple of days ago "it's better to speak with the results of our labor rather than to generate a lot of media and consumer hype about work yet to be done". Last week, I got a chance to visit the new Indian Motorcycle factory, spent 11 hours with the executive team listening to business plans, to results of product testing and development, to dealers requirements and marketing strategies. I also saw the new Indian Chief, the assembly line being prepared, talked to some employees that I have known before in other functions, watched some engine and suspension tests. As I stated briefly in another post, I take responsibility for publicly stating that at this time I feel confident that the Indian brand has found the team and expertise it needs to belong again to our motorcycle daily landscape. I list the reasons why. Competence Of The Executive Team: Stephen Julius, Chairman Of Indian Motorcycle is the founder and managing director of Stellican Ltd., a private equity firm based in London. The firm focuses on investments to re-launch bankrupt companies. Stephen has been very successful with well-known brands, among them, Riva and Chris Craft (where he is still Chairman of the Board). Steve Heese is Indian Motorcycle President (and also of Chris Craft Corp.) and has worked closely with Stephen Julius during many years in several re-launching ventures. Chris Bernauer, General Manager (picture left), is an 11 years Harley-Davidson veteran. He started as a power train development engineer and 8 years later was the Platform Director for the Sportster line. Melissa Jones, Program Manager is in charge of overseeing all of Indian's marketing, licensing, and trademark issues. They are all very approachable, humble, very aware that they have "to do it right the 1st time", have done their homework by studying all mistakes of their predecessors (they got, read, studied absolutely all the Gilroy archives). With the help of Gilroy Indian bike owners they also found out all problems and weaknesses (25, to be precise) buried inside the bikes of the defunct company, have fixed them and in addition have brought to the new Chief many new technological and cosmetics improvements.

**A Very Pragmatic And Conservative Approach And Philosophy:** They are in Indian for the very long term, are extremely conservative, don't burn money (used office furniture) but invested heavily in tooling, technology, building and testing (in final stage) a new very good looking fuel injected 105" Power Plus engine (saw it being tortured again and again, but I am not yet authorized to publish pictures). Chris Bernauer is obsessed, as he should be, with the reliability of all the bike components. It's the reason why the official launching date will not be confirmed probably before end of May. They still shoot for this coming Sturgis. Stephen Julius is obsessed with details on the bikes (many new good looking parts), with his dealerships architecture, stores design, with merchandising and clothing style. The Indian management stated several times that they are not in a hurry, and that they will postpone if any facet of the launch is not perfectly in place. Because of their conservative approach, delaying doesn't seem to involve any serious financial issue for the company. Their objective is to sell a modest (by industry standards) 750 bikes in 1 year through only 15 to 25 dealers. They assured me that this low sales number will already make the company profitable. As the opposite of Gilroy Indian, they don't target in several 1000's units sold every year and don't dream at all of becoming public.

**An Experienced And Passionate Factory Crew:** Since I know some of the 30 people or so involved in the launch, I can tell you that they are some of the best at what they do. It was nice to talk to them, feel their excitement at this time of pre-launch. There is an evident intense focus on engineering with a craftsmanship mentality. Parts are in-house designed and tooled.

**The Bike. Not A Gilroy Warm Up:** For the 1st year, only the Chief in 4 versions: Standard, Deluxe, Roadmaster and Vintage. Fenders in 2 different styles, long or short, but still with the very recognizable Indian look. Many options from solo seats to 2-up, in 10 to 12 bi-colors combinations. After-market parts will also be available. Frame is e-coated with rear mono spring suspension, dual front brakes. Engine is 50-state compliant Power Plus EFI 105" with nicosil plated aluminum cylinders and light forged pistons to minimize vibrations.





# ABATE of Wisconsin's

## Official State Rally

# SUMMER HUMMER

### Howling Good Biker Fun

## June 19-22, 2008

### ABATE Acres, Rural Greenwood, WI

**Camping, Showers, Vendors, Food & Beverages On-site!**  
**Open to the Public, Must be 21 or over with photo ID to enter**

	Advance Tickets	At Gate	Daily
Gates open Thursday 12pm, Fri+Sat 8 am, Sunday—pack up and have a safe ride home! No Campfires, Pets, Firearms, Explosives, Attitudes, or Carry-Ars. Large Bonfire Every Night!	ABATE Member \$25	\$30	\$38
	Non-Member \$45	\$50	\$38

**Help Support Your Right To Ride Free!**

**Featured Music**

*Thursday Night*  
**Michael "Big Dog" Murphy**

*Friday Night*  
**Vic Ferrari Band**

*Saturday Night*  
**Cross County Junction Band**

PLUS 7 more LIVE bands to be announced!  
Check the web for updates

**Weekend Poker Runs**

**ABATE Statewide Poker Run Drawing\***  
\*All cards must be drawn by 5 pm on June 21, 2008

**Music—Vendors—Bike Games**  
**Bike Show—Bar Stool Races**  
**Food & Refreshments—Free Camping**

To order your advance tickets before June 7, 2008 go to [www.abatewis.org](http://www.abatewis.org)

**Cash Drawing 9pm Saturday**  
**Win \$10,000 in Cash!**  
Raffle Tickets on Sale Now or at the Event  
\$5.00 each or 5 for \$20.00

Directions to ABATE Acres—W8742 Capital Rd, Greenwood WI  
From Neilsville (Hwy 10) - North on Hwy 73 to Greenwood, left on GTH S, right on GTH D, left on GTH MM to Capital Road  
From Thorp (Hwy 29) - South on GTH M, left on GTH MM to Capital Road.

# Biker Events



**Black River Rumble**  
(June 26-29, 2008) \$50pp

**After Sturgis Gathering**  
for all the things you won't see at Sturgis!!!  
(Aug 7-10, 2008) \$50pp

**BRR Scenic Ride**  
(Sept. 25-28, 2008) \$30pp  
Special Price is good till May 31, 2008 for events.  
3 nights Camping - Only \$15/pp!!!

**Camp NCN Adult Playground**  
An ABATE member since 2002  
N8390 US Hwy 12 & 27 near Black River Falls, WI  
GPS: N44.374324, W90.820826

**Facilities Include:**

- 60+ Acre Campground
- 75 Electric Sites w/ full hook up - Reserve Now!
- Cabin Rentals
- Unlimited Primitive Tent Camping
- Modern Bathrooms with Hot Showers
- Full-Service Restaurant
- Indoor Bar w/ Sexy Bar Maids!

**Events Include:**

- ➔ Oil Wrestling on Thursdays @ 6pm
- ➔ \$1,000 Poker Run on Saturdays @ 11am
- ➔ Live Music Friday & Saturday Nights
- ➔ Skin to Win Contest & Other Erotic Activities!

888-345-CAMP (2267) - [BlackRiverRumble.com](http://BlackRiverRumble.com) - [CampNCN.com](http://CampNCN.com)

**Must be 21+ years of age!!! Photo ID Required!!!  
If offended by Nudity & Sexual Content - DO NOT ATTEND!**

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