



Indian Motorcycle

SUMMER _____ 2024

RIDERS JOURNAL



LETTER FROM THE PRESIDENT

Dear Indian Motorcycle riders,

Thank you for being part of Indian Motorcycle, America's First Motorcycle Company. The product in your hand represents Indian Motorcycle and our riders — riders that have existed for over 120 years. As part of that legacy, we are excited to give you the first edition of the new *Indian Motorcycle Riders Journal*: a publication made just for you, including not only news and valuable information about what is happening inside of the company but also what riders like yourself are doing all over the world. We hope to entertain, educate, and motivate you to get out there and join your local community, spend time exploring backroads on your wonderful machine, and create stories worth sharing.

As an Indian Motorcycle rider, you're part of a 120-year American tradition and we're glad you're with us.

Michael Dougherty
President of Indian Motorcycle Company



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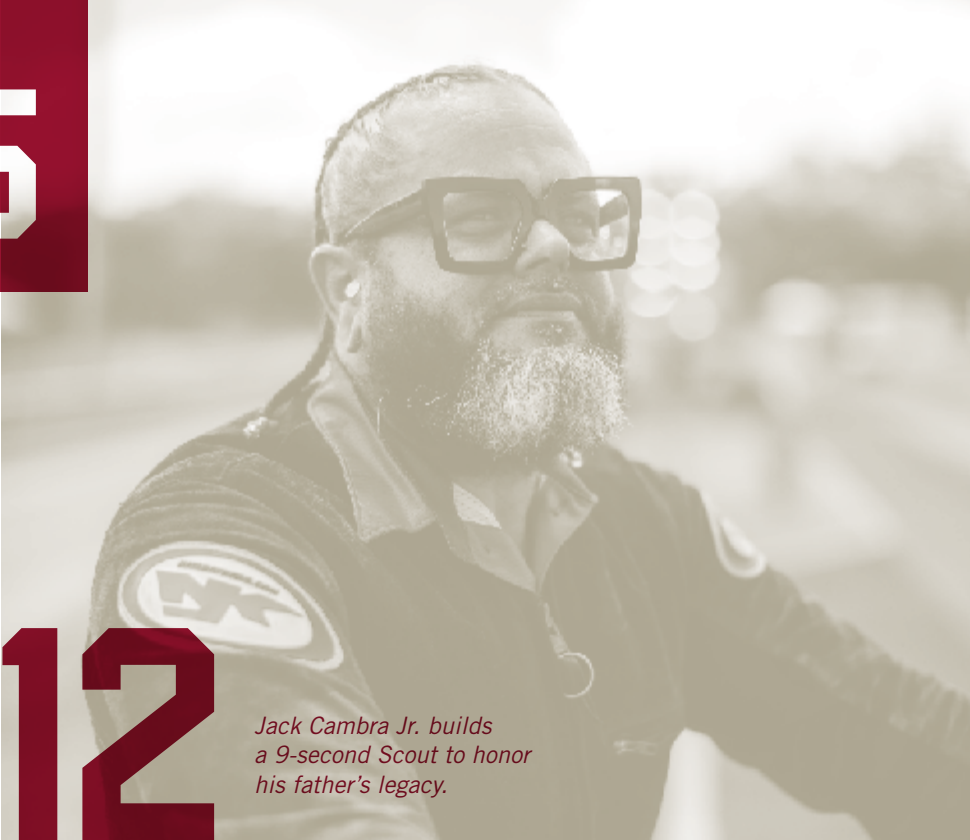
Indian Motorcycle
RIDERS JOURNAL

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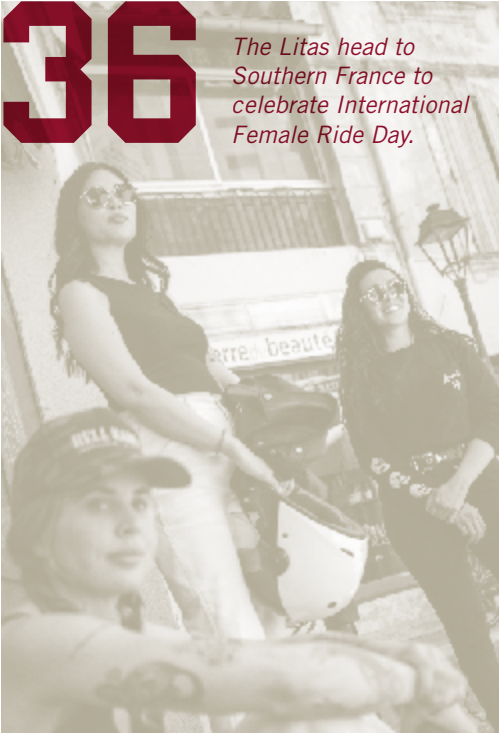
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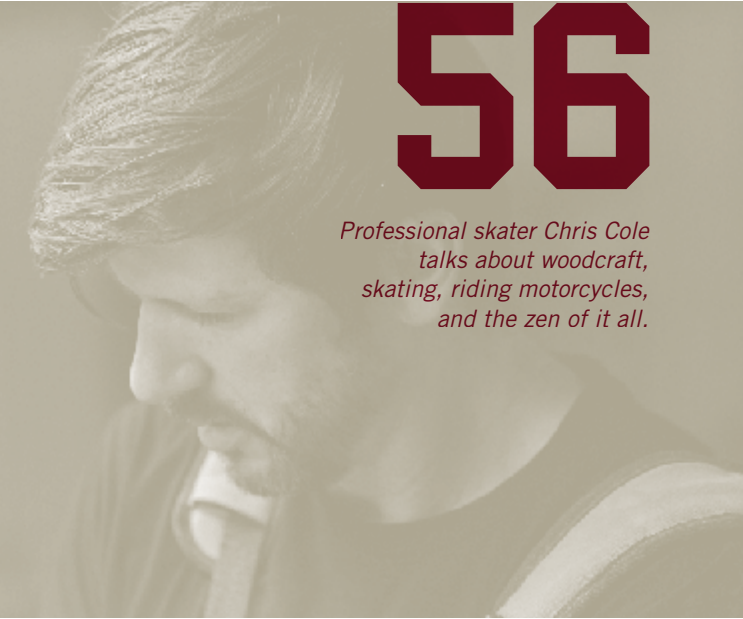
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BORN FROM ICONS.

THE ALL-NEW INDIAN SCOUT

For over 100 years, the Indian Scout has stood as an icon in American motorcycling. From early models like the 1928 Scout 101, which helped lay the groundwork for the cruisers and American V-twin motorcycles we see today, to the liquid-cooled, 1,133cc models introduced in 2015 — Scout models continue to prove that approachability, performance, and technology can exist at the highest level without sacrificing incredible style.

Now the Scout has been completely redesigned for 2025, with more power, better handling, and improved styling features throughout. Engine displacement increases from 1,133cc to 1,250cc, resulting in 105 horsepower and 82 foot-pounds of torque. That newly redesigned engine is tucked neatly into an all-new tubular-steel chassis, replacing previous stamped components with new, high-quality cast pieces. More dimension and detailing have been added to the gas tank and fenders, so while the Scout is still instantly recognizable and iconically Scout, it's updated, fresh, and new. Three levels of technology packages are available for the Scout as well, so whether you prefer to be fully plugged-in or more analog, there's a tech package for you.

Five models make up the 2025 Scout lineup: 101 Scout, Scout Classic, Scout Bobber, Sport Scout, and Super Scout.

RIDDEN BY LEGENDS.

4

101 SCOUT

6

The 101 Scout is the ultimate realization of this new Scout platform. High-end suspension and braking components pair with a one-of-a-kind seat, badging, paint, and graphics to instantly set this apart as a super-premium model, unique in the mid-sized cruiser class.

- ADJUSTABLE INVERTED FORKS
- PIGGYBACK SHOCKS
- DUAL-DISC BREMBO BRAKES
- 5-INCH RISERS
- UNIQUE 101 SEAT, NOT AVAILABLE FOR PURCHASE AS AN ACCESSORY
- CUSTOM 101 BADGING MAKES EACH BIKE ONE OF A KIND
- 101 PAINT AND GRAPHICS LOOK CUSTOM AND UNIQUE





8

SCOUT CLASSIC

The 2025 Indian Scout Classic delivers an experience that honors the Scout's long history while adding performance and tech updates to solidify it as a forward-leaning contemporary cruiser. Two-tone paint, sweeping fenders, and the Scout's iconic and traditional cruiser lines harken back to a simpler time, while the full tech package available for this model brings comfort, safety, and performance features up to date.

- **CLASSIC SWEEPING FENDERS**
- **CHROME TRIM**
- **TIMELESS TWO-TONE PAINT**
- **6-INCH WIRE WHEELS**
- **RELAXED ERGOS**
- **3 INCHES OF SUSPENSION TRAVEL**



INDIAN RIDERS JOURNAL #25 | INDIAN SCOUT

SCOUT BOBBER

The name "Scout Bobber" has already been immortalized in the American cruiser ethos. Its short fenders, slammed suspension, and blacked-out aesthetic are immediately identifiable and iconically Scout: uniquely stylish and appearing custom straight from the factory.

- **BOBBED FENDERS**
- **BLACKED-OUT FINISHES**
- **HEADLIGHT NACELLE**
- **6-INCH WHEELS FRONT AND REAR**
- **SUSPENSION SLAMMED 2 INCHES**
- **BAR-END MIRRORS**
- **LOW-PROFILE SOLO SEAT**





SPORT SCOUT

The all-new 2025 Sport Scout brings an aggressive edge to the Scout lineup with improved performance, tightly tuned ergonomics, and custom-inspired styling straight from the factory. With 3 inches of rear suspension travel, a 16-inch rear wheel, and its 19-inch front, the Sport Scout is already a few steps into your custom journey when you ride it home from the dealership.

- QUARTER FAIRING
- 19-INCH FRONT WHEEL
- BLACKED-OUT FINISHES
- 5-INCH RISERS
- BAR-END MIRRORS
- SPORT SEAT WITH HIGH BACK BOLSTER AND ADDED FOAM
- 3 INCHES OF SUSPENSION TRAVEL

SUPER SCOUT

For riders seeking longer miles and greater comfort on the road, the Super Scout is here to answer the call in style. Reinforced saddlebags open and close securely with a simple pull tab and a highly effective windshield is removed in seconds by flipping the cast mechanism on the forks. While this bike is the ultimate in mid-sized touring, it's also just moments away from being a stylish bobber.

- QUICKLY REMOVABLE WINDSHIELD
- REINFORCED TOURING SADDLEBAGS
- TWO-UP SEATING
- CLASSIC OLD-SCHOOL PAINT
- 16-INCH WIRE WHEELS
- 3 INCHES OF SUSPENSION TRAVEL

THE

12

NEW

WORLD'S

FASTEST

SCOUT

INDIAN

JACK
CAMBRA JR.
BUILDS A
9-SECOND
SCOUT
TO HONOR
HIS FATHER'S
LEGACY

On the Big Island, Jack races
Rough & Ready down the
quarter-mile strip with a time
of 9.80 seconds.

WORDS BY MORGAN GALES
PHOTOGRAPHY BY MONTI SMITH



Jack keeps a quarter, bent by his father's hands, in his suit every time he races. The name *Rough & Ready* is also a tribute, named after one of his father's favorite race cars.

D

Drag racing is in Jack Jr.'s blood. His father, "Gentleman" Jack Cambra, was the fastest drag racer to ever come out of the Hawaiian Islands, putting down a 7.01-second quarter mile while racing on the mainland. This is where Jack grew up, spending long days and early mornings testing and wrenching, driving out to the tracks, and racing with his dad. He still says if you put him in the back of a car with the windows down and start an alcohol-powered dragster, he'll fall



right to sleep. But that was just his father's world — until Jack found bikes.

Jack tried racing cars. He had a couple projects, but once he rode a motorcycle — that was it for him. He bought a Honda project and started to wrench and dream.

"Cars couldn't do it for me anymore," Jack says with a laugh. He's back home in Honolulu now after just winning a couple of races on the Big Island and setting his fastest time yet. "I was going to the dealer one day to pick up a windscreen to make my Honda Hawk GT look like a Buell S1 Lightning, and there was a Buell S1 Lightning for sale."

So when tax return time came around, Jack went back to buy the bike: a brand-new 1998 S1. And as chance would have it, a local drag racer was at the dealership that day, so 21-year-old Jack — with the keys to a new Buell in his pocket — was invited out to the drag strip. Despite his years of experience at the track, this was his first time running a bike down the quarter-mile strip.

His first run was 13.49 seconds, then 13.42. "I lost everything at the racetrack for like a year," Jack says. "Cars, bikes, everybody beat me. I think what made me decent at racing — I learned to lose."

Young Jack learned to lose, but in doing so, learned to race. Days spent at the local track on Oahu saw his reaction times quicken and his quarter-miles get faster. He moved on to higher-spec'd bikes and more skilled opponents, eventually racing AMA Pro Star on the



mainland in 2005. Jack ran 7.89 seconds on a turbocharged Honda Blackbird and 7.76 seconds on an RMR-Racing Hayabusa. But not all good things can last. In 2006, the AMA folded the Pro Star class and, in a terrible act of coincidence, Jack's local Oahu drag strip closed down.

Without a drag strip on the island where he lived, practice and tuning became much more difficult. Cambra and his support team took the Super Ferry over to Maui a few times and tried racing over there — successfully even — but costs were just too high. So in 2008, Jack hung up his leathers and walked away from drag racing and motorcycles altogether. Until 10 years later, in 2018, when he saw an Indian Scout.

Leaving his chiropractor's office, Jack saw

a new Scout Bobber parked on the street and nearly crashed his car ogling the thing. He pulled over and started searching online to find the bike and immediately fell in love again, just like he did 20 years earlier with his S1. So the planning and saving started, and in 2020, two years after he first laid eyes on the model, Jack bought a new Scout. "June 4th", he says, beaming like a new dad talking about his child's birthday.

Now, over three years later, Jack has built that Scout into the fastest Indian Motorcycle in the world — at least in the quarter-mile. But unlike someone building a platform that's been in existence and raced for decades, the Scout platform is relatively new, so Jack had to figure most things out for himself. His friends used to

Jack's Scout is one of the few vehicles at the strip with a license plate, as he still rides it on the street — it even has speakers to play his music.





Stacia is Jack's support team, braiding his hair before the race, talking him up on the starting line, and backing him up anywhere she can throughout the day.



make fun of him for posting everything up, calling it "The Jack Show." Hence his brand: "JSR," or "Jack Show Racing."

"I post everything because I had such a hard time finding things for my bike," says Jack. "Anytime I got something made or fabricated, I wanted to put it out in the world and show them, "Hey, you contact me, I'll point you in the right direction." Which in his mind, and most of ours for that matter, is the embodiment of both sportsmanship and competition. You're not the best if you're the only one with the tools to be fast. So share the knowledge, share the tools, and race everybody — such is the JSR way.

"I'll give away my secrets to anybody because I want the best man to line up," Jack says. "I learned that from my father. His name was 'Gentleman' Jack Cambra because he would wait, give somebody an engine, give them a transmission, whatever, to make a final. He never wanted to take the win any other way."

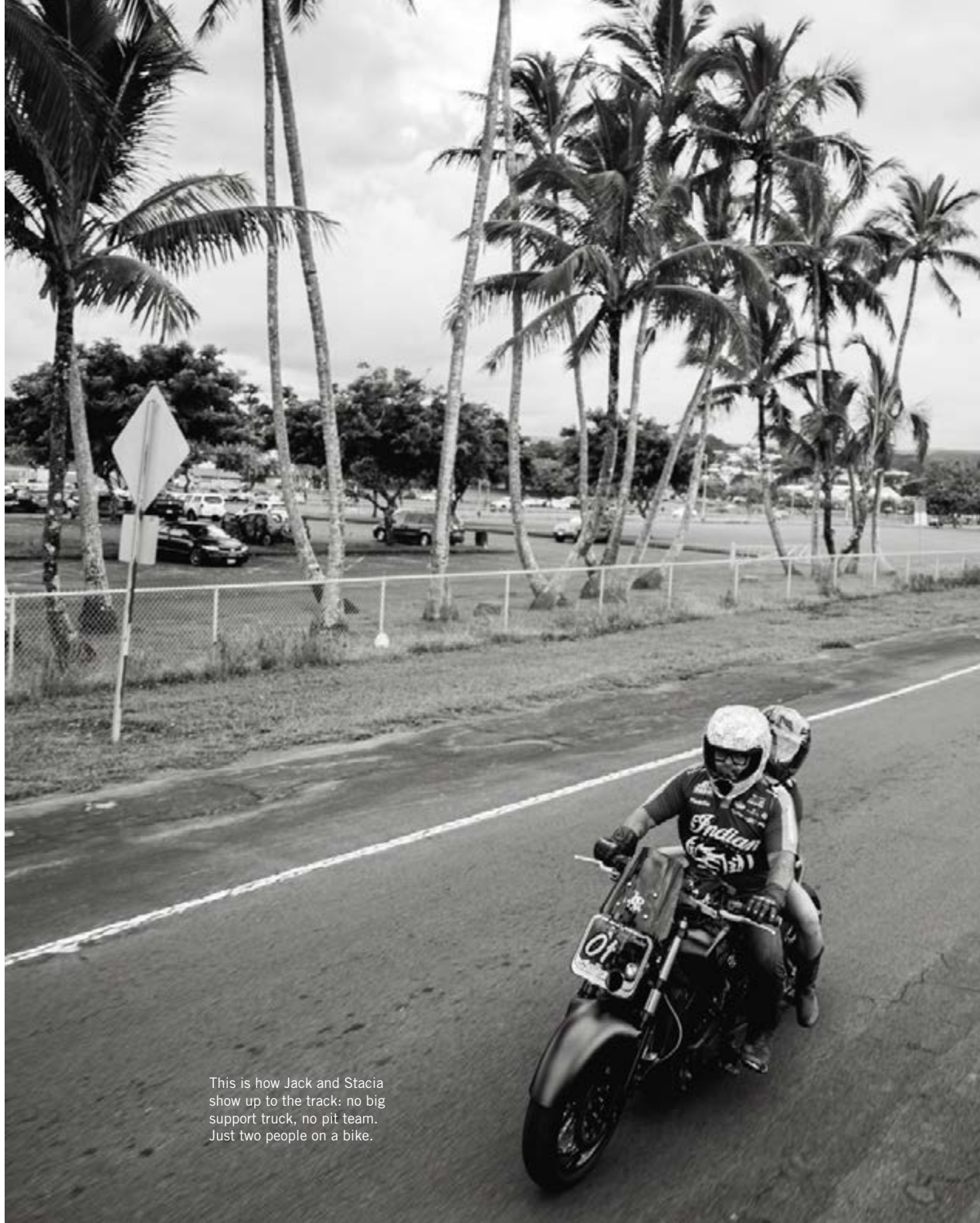
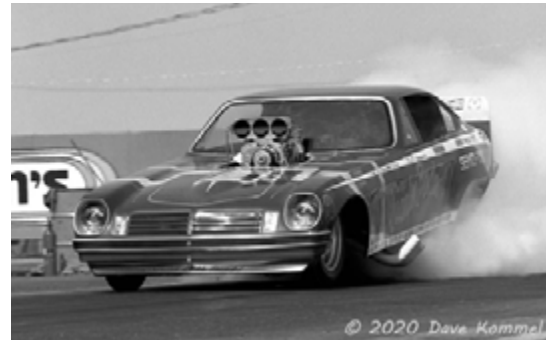
And so Jack's bike is a tribute to his dad and to his dad's favorite car — *Rough & Ready* — as it reads on the Scout's gas tank in exactly the same font that adorned the 1948 Ford Anglia that Sr. raced. His dad was a big guy that could bend a quarter with his bare hands. One of those quarters still sits in Jack's suit every time he races. Jack's dad passed away two days before the Scout took its first run, but was able to see the bike completed before his passing, and was even brought to tears by his son's dedication to the same sport he spent his life pursuing. From the name on the tank to the bent quarter in his

pocket, Jack Jr. honors his father's legacy every day, and every time he burns down the drag strip.

The first thing he did was put GP Suspension cartridges in the front and Fox shocks in the rear. Front suspension is lowered one inch in the triple trees. The extended swingarm is made by Tool Seven Customs in Hawaii, which puts the bike's wheelbase 8 inches longer than stock. RC Comp wheels are 17x6 inches in the rear and 17x3.5 in front, running Dunlop Drag Max rubber. By installing the Roland Sands subframe kit, Jack was able to run any rear tire he wanted without width limitations.

The engine features a 1,300cc kit from Revolution Performance with Andrews 450 cams and high rev springs from Kibblewhite Performance Machining. They're running a Rekluse clutch with a set of much heavier custom springs. The front windscreen is off of a 1980 Suzuki GS. The rear fender is an old Honda flat track section and the front fender is off a Kawasaki ZX12. The bike is made out of what was available and what worked. As Jack says, whatever it takes to get what he needs.

Engine compression was increased from 10.7 to 10.9, which may not seem like a lot, but with the boost this thing is running, is incredible.



This is how Jack and Stacia show up to the track: no big support truck, no pit team. Just two people on a bike.

Jack placed the nitrous injectors at the opening of their Zipper's Performance intake, about 12 inches from the cylinder. By letting the fuel injectors add fuel to the cylinders in what's called a "dry nitrous system," the fuel will consistently beat the nitrous to the cylinders. And by using a progressive box, he can tune the nitrous hit, getting 20 percent of a full hit and delivering that power straight to the ground, rather than spinning a tire and losing time.

Over the course of the interview, there were several things that were "where the real hit comes from," but it's clearly the combination of all parts: the modified engine, weight reductions, the bump seat placing the rider's weight further forward, the butthurt bar carrying 10 pounds off the rear and over the rear tire, and the progressive box on the nitrous. It's much more a traction game than it is about chasing maximum power.

As it sits now, the Scout weighs 489 pounds with a gallon of gas in the tank.

"I just wanted to do something that would last," Jack says, pausing for a moment after. "The first 9-second Scout. I'm happy with that. You can only do that once.

On our shoot day, Jack ran a 9.90. He has since run a 9.80. He is undoubtedly faster than that by the time you're reading this.

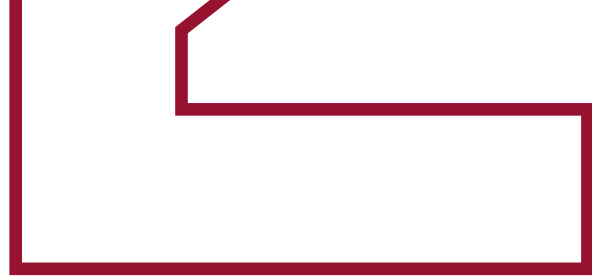
And "Gentleman" Jack Cambra Sr., the fastest man ever out of the Hawaiian Islands, smiles down from heaven as his son builds and rides the fastest Indian Motorcycle in the world: the first 9-second Scout. How proud they both must be.

2024

INDIAN MOTORCYCLES

INTRODUCING THE 2024 CHALLENGER ELITE,
FTR X 100% R CARBON, AND NEW POWERBAND AUDIO



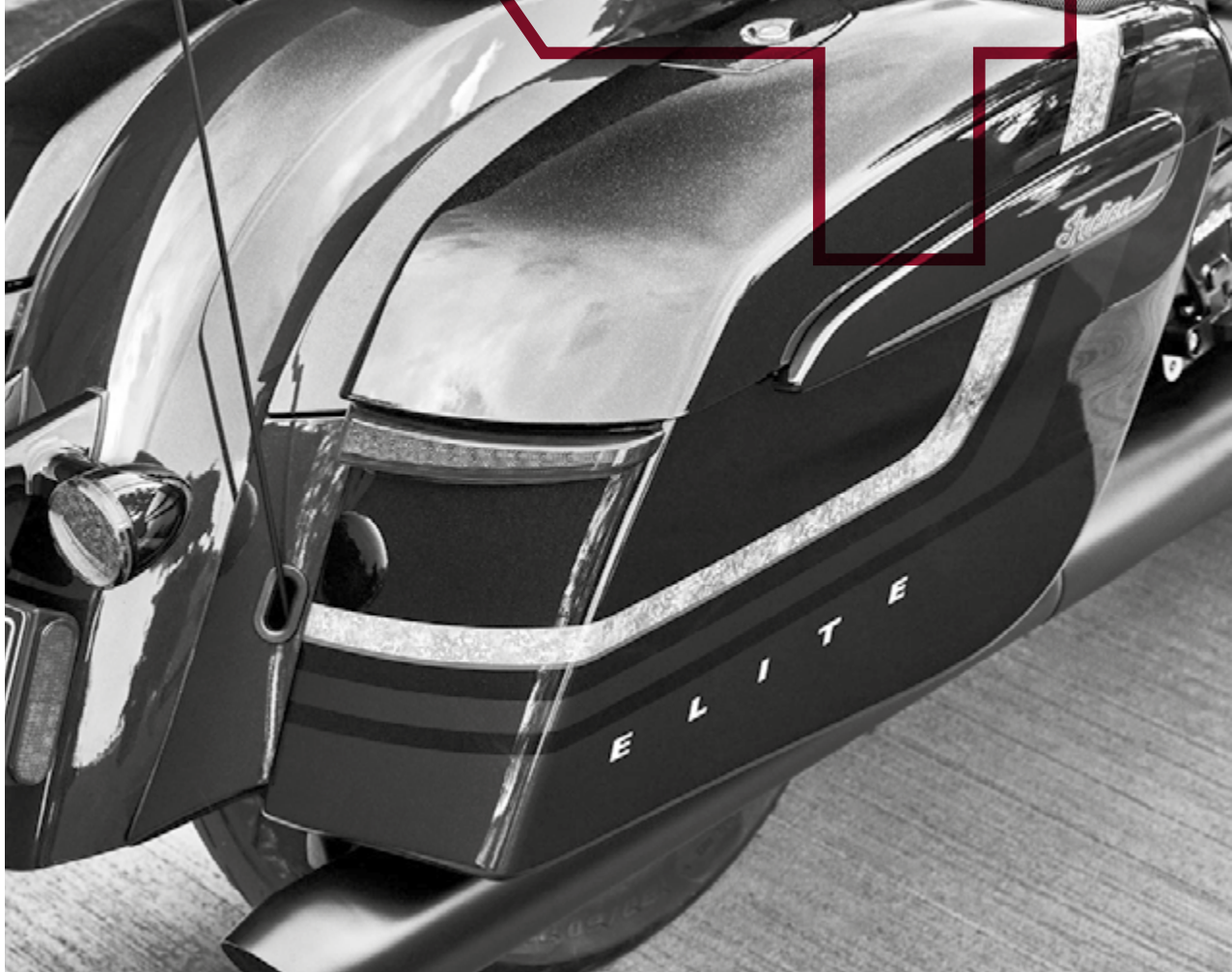


CHALLENGER ELITE

24

With the 2024 Indian Challenge Elite, we once again push the limits of what an Elite motorcycle can be. Based on our highest-performing platform, the Elite is dressed in Black Candy and Charcoal paint with only 375 units available worldwide. Now equipped with new PowerBand Audio, the Challenger Elite is the ultimate high-performance bagger.

- NEW POWERBAND AUDIO WITH FOUR 100-WATT SPEAKERS
- BLACK CANDY AND CHARCOAL PAINT WITH DARK RED ACCENTS AND RED CONTRAST-CUT WHEELS
- 122 HORSEPOWER AND 128 FOOT-POUNDS OF TORQUE FROM THE POWERPLUS 108
- SMART LEAN TECHNOLOGY USING BOSCH IMU TO TUNE TRACTION CONTROL, ABS, AND TORQUE
- PATHFINDER ADAPTIVE LED HEADLIGHT AND PATHFINDER S LED DRIVING LIGHTS
- ELECTRONICALLY ADJUSTABLE TINTED FLARE WINDSHIELD
- ELECTRONICALLY ADJUSTABLE REAR SUSPENSION FROM FOX
- ALL-NEW CUSTOM-STITCHED SEAT



FTR X 100% R CARBON

The new 2024 FTR x 100% R Carbon is a collaboration between two iconic brands that celebrates 100%'s achievements in motocross racing on Indian's race-inspired FTR R Carbon platform. The unique livery of Blue Candy over carbon fiber, with a stunning white frame popping red accents, are produced at the highest level. Riders looking to carve their own path will have to act quickly, as this model is limited to only 400 serialized units.



- BLUE CARBON CANDY PAINT WITH WHITE FRAME AND RED ACCENTS
- 123 HORSEPOWER AND 87 FOOT-POUNDS OF TORQUE
- 4-INCH TOUCHSCREEN POWERED BY RIDE COMMAND
- THREE RIDE MODES, LEAN-ANGLE-SENSITIVE STABILITY CONTROL AND ABS, TRACTION CONTROL, WHEELIE MITIGATION, AND CORNERING PRE-CONTROL
- RACE-INSPIRED ERGONOMICS WITH 17-INCH CAST WHEELS
- FULLY ADJUSTABLE BLACKED-OUT OHLINS SUSPENSION
- DUAL FRONT BREMBO 4-PISTON MONOBLOCK CALIPERS ON 320MM ROTORS, BREMBO DUAL-PISTON CALIPER ON 260MM ROTOR IN REAR.
- LIMITED TO 400 UNITS WORLDWIDE



NEW POWERBAND AUDIO

Redesigned for Indian Motorcycle baggers and touring models, the newly upgraded PowerBand Audio kits raise the bar for premium audio systems, with up to 800 Watts across 16 speakers, producing higher volume, increased clarity, and more bass in any and all riding scenarios. The next generation of PowerBand Audio features powerful sound, all-new styling, factory-backed quality, and easy installation. Available for select 2024 models and available for 2020-2023 touring and bagger models.



- THE BASS BOOST TUNE DELIVERS EXTRA DEEP BASS LINES FOR AN IMMERSIVE LISTENING EXPERIENCE
- NEW DYNAMIC EQ AUTOMATICALLY ADJUSTS AUDIO AS SPEED AND CONDITIONS CHANGE
- DURABLE, WATER-RESISTANT SPEAKERS ARE DESIGNED TO CUT THROUGH ROAD, WIND, AND THROTTLE NOISE.
- NEW TITANIUM-PLATED DOME ON THE SPEAKERS OFFERS PREMIUM STYLING
- NEW CHISELED, MODERN LOOK WITH A CENTRALIZED TWEETER, AND A SOFT WHITE LED ACCENT RING THAT HIGHLIGHTS THE SPEAKER CONE BENEATH THE GRILL.
- NINE-BAND EQUALIZER INTEGRATES SEAMLESSLY WITH RIDE COMMAND TOUCHSCREEN
- DESIGNED AND ENGINEERED IN THE USA, BACKED BY FACTORY WARRANTY
- EASY PLUG-AND-PLAY INSTALLATION AT HOME OR DEALERSHIP



Lake Casitas is just a short ride out of Ojai, with beautiful, expansive landscapes

STORY BY MORGAN GALES

PHOTOGRAPHY BY MONTI SMITH



INDIAN RIDERS JOURNAL #25
EAT/SLEEP/RIDE: OJAI

A WEEKEND IN OJAI, CA, WITH THE 2024 CHALLENGER ELITE

Ojai is a mecca of food and drink that feels a million miles from Los Angeles; in reality, it's only about 80 miles outside of the city. It's hard to find a bad route into town, and once there — as long as it's not a Tuesday in the off-season — you can trip and fall into a delicious meal, glass of wine, or weird little boutique shop that will somehow eat an hour of your time. While the town is no secret, it's managed to hold on to its quaint feel with mostly independent shops and restaurants. It's the perfect place to escape for a couples' weekend or some quiet time alone.

EAT

Ojai is nestled into the mountains about 15 miles from the coast, but remarkably close to both sea-food-rich harbors to the west and farmland to the east. High-quality food is in abundance. We have some recommendations, but don't hesitate to try something new or explore the farmer's market on Sunday mornings and cook it up yourself.

Pinyon Ojai

Pinyon is right off the main strip in town and has a ton of parking, so it's a good spot if you're riding with a group. This is the spot for a wood-fired pizza or a fresh bagel. They've got sandwiches and salads, some beer and natural wines as well, but trust us on the bagels and pie. The place is small and unpretentious, but you don't get a lot of atmosphere, so this is a great choice for a grab-and-go or a quick-but-quality bite on the move.



Ojai Rotie

Ojai Rotie is a fast casual patio restaurant that focuses on rotisserie and handmade sourdough. Their chefs have been working together for over 25 years, forming relationships with local farmers and letting the top-quality ingredients speak for themselves. This is another place that has absolutely incredible food in an easy-going outdoor setting, with local beer and wine as well.

Topa Topa and Little Sama

This is a great one for once the bikes are parked — a local brewery's taproom with an incredible window-service restaurant located inside. Sama Sama is a Michelin-recommended restaurant making Southeast-Asian-inspired cuisine in Santa Barbara, and Little Sama is their remote operation located in Ojai. The Wagyu burger here was incredible, the salads were surprisingly hearty, but the okonomiyaki tots were the first things dusted — probably because they worked so well with Topa Topa's beer.

Small bites are easily shared at Little Sama inside Topa Topa's taproom

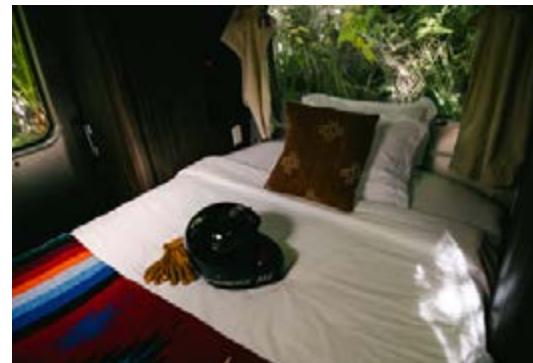


Private and quiet, but a short walk or ride from town, the Ojai Caravan Outpost is fun, welcoming, and comfortable.

Ojai Caravan Outpost

The Caravan Outpost is a bunch of refurbished old Airstream trailers built into a U-shape around a central firepit, lounge, and some loaner bicycles to get you into town. The owners are Shaun and Brad; they're friendly and incredibly welcoming to motorcyclists. The path up to each Airstream is hard packed gravel, and while cars have to park out on the street, motorcycles can park right outside the rooms. Each trailer is different — some are dog friendly, most have fold-out beds — but they're all clean and modern with nice amenities and seem to somehow double in size as soon as you walk through the door.

There's a nice patio section outside of each room with a colorful umbrella, perfect to enjoy your coffee or tea as you wait for your friends to wake up or just enjoy some morning light before you get going.



SLEEP

While Ojai has plenty of incredible places to stay, some are better than others when arriving on two wheels. You can always Airbnb or find a local home to rent, as this place is filled with character. Getting off the beaten path is rarely a bad idea, but if you're after something with a unique vibe and top-level hospitality, we have to recommend the Caravan Outpost.





RIDE

As mentioned earlier, there really is no bad way to get to Ojai. You can come in via the coast, from the beautiful beaches of Ventura through some farmland, or you can come in from the main highway, through some beautiful farmland along the Santa Clara river, then wind through the backroads into town. But the real highlights here are Highway 33 past Wheeler Springs and the roads around Lake Casitas.

Highway 33

Highway 33 is an absolute superstar among the brilliant roads in Southern California's mountain ranges. From its huge views through the valley to

the wonderfully groomed tarmac, this is a road most of us would pay to ride if it wasn't free. Long sweeping turns lead to steep switchbacks as you climb, then back to level sweepers, tight twisties, a couple of tunnels, and some waterfalls. There are a few waterin' holes to stop at, all with burgers and beer and whatever you want, but if you're new to the area, I dare you to try to stop — the road is just too good. What's next? Find out. Just go up and come back, I promise it's worth it.

Highway 150

The road from Ojai to the coast around Lake Casitas isn't incredibly long, but it's absolutely stunning. You're climbing and descending around this beautiful lake just miles from the coast. There are plenty of places to pull off or fire roads to explore if you're feeling brave, but this is one road we found ourselves hittin' a few times. Take the weird turns, find the good views.

Pacific Coast Highway

You already know. Everyone already knows. This bucket-list road just about starts in Ventura — the pretty and nice-to-ride sections of it, anyway. From Ojai, you can be in Ragged Point in about three hours, and that is one incredible ride. Stop in San Simeon and see the elephant seals. Take a tour of the Hearst Castle, or don't. Take a turn because the road looks interesting. You probably won't get shot; it's still California.

A short ride from Ojai has you back on the Pacific Coast Highway, enjoying sunsets over the ocean and California's most iconic road.



TAKE THE
WEIRD
TURNS,
FIND THE
GOOD
VIEWS.



If you have the time, countless backroads and turn-offs provide unique views of the coastline. Exploration is always rewarded.



LITAS RIDE

TOULOUSE

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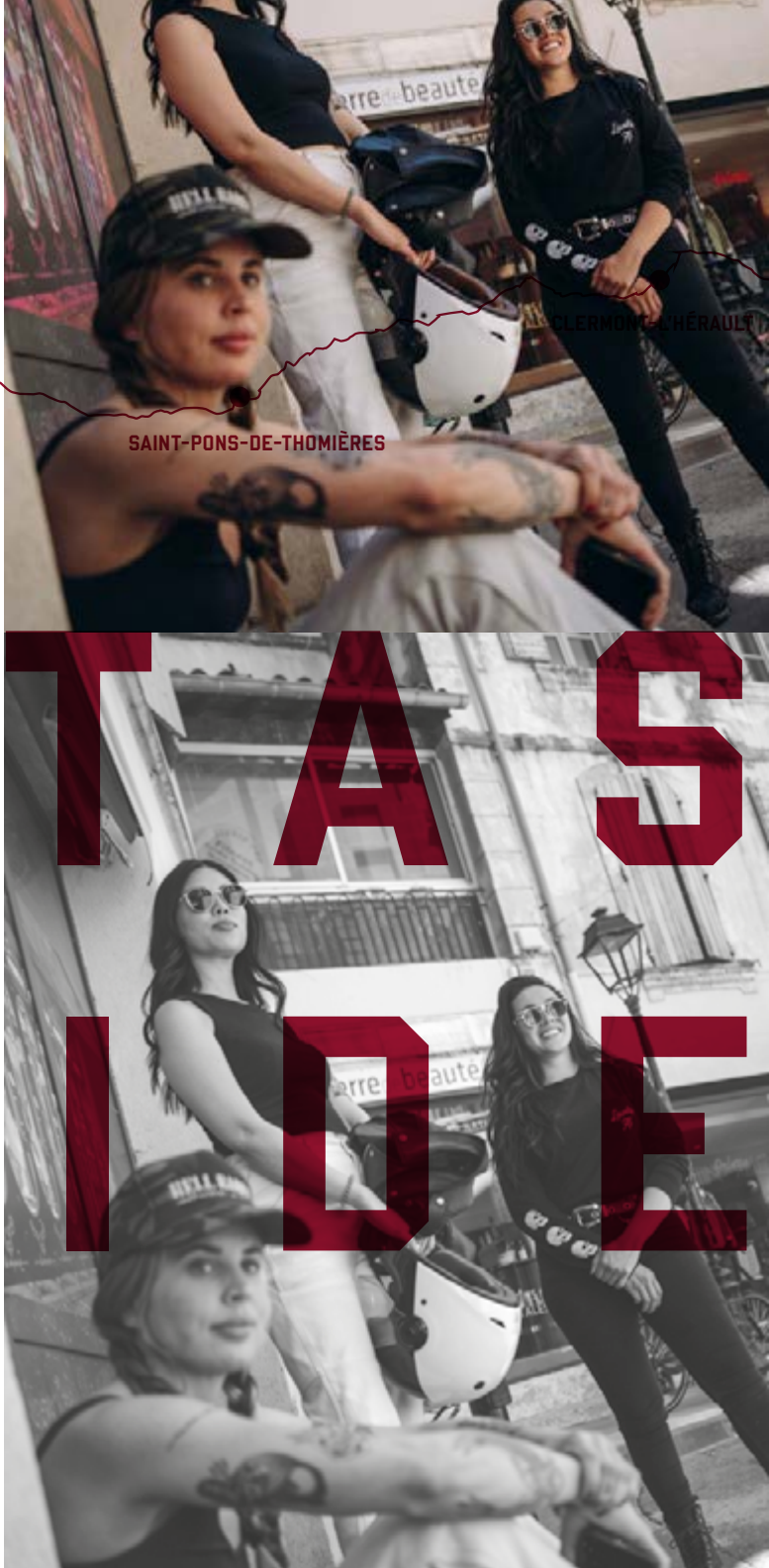
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36

Jessica Wise, author Jasmine Rose, and Carolina Cora in Southern France, ready to start their journey.

STORY BY JASMINE ROSE



PHOTOGRAPHY BY NAME HERE

SIX RIDERS FROM AROUND THE WORLD MEET IN SOUTHERN FRANCE TO CELEBRATE INTERNATIONAL FEMALE RIDE DAY



S O _ F R A N C E

MONTPELLIER

LE CAILAR

ARLES

MARTIGUES

MARSEILLE

SOLLIÈS-TOUCAS

SAINT-TROPEZ

CANNES

ALPES-MARITIMES

MONACO

In celebration of International Female Ride Day, six riders from various corners of the globe converged in the South of France to hit the road together: Jessica Wise from Utah, Carolina Cora and Jasmine Rose from California, Courtney Scarlett and Deimante Meilune from the UK, and Sophie Molesti from France.

Commemorated annually on the first Saturday of May, International Female Ride Day stands as a powerful testament to the growing influence and presence of women in the world of motorcycling. It's a day when women from all walks of life come together, transcending cultural and geographical boundaries, to break stereotypes and prove that the love for two wheels knows no gender.

Over the next four days, the six of us would journey together through the enchanting landscapes of the South of France, some of us strangers at the outset. Our destination: the picturesque city of Nice, where we were set to join a grand celebration hosted by Indian Nice Cote d'Azur.

Our adventure began at the local Indian dealership in Toulouse, France. We had our pick of an array of Indian models, each with its unique allure: the FTR, Sport Chief, Chief Bobber, and Scout. Excitement bubbled as we selected our steeds for the day's journey, with the opportunity to ride each model throughout the week. I smiled widely in my helmet as I followed the group ahead of me, riding single file along narrow, winding country lanes, their sides flanked by tall, commanding plane trees. It is said that Napoleon himself had ordered these trees to be planted across the region, their lush canopy providing shade for his weary troops as they marched beneath the sweltering sun.

As we glided further, centuries-old church spires occasionally punctuated the landscape, standing in stark contrast to the modern wind turbines that gracefully spun in the breeze. Quaint stone houses with wooden shutters greeted us as we passed tiny

"IT'S PRETTY CRAZY THAT WE CAN BE ON THE OTHER SIDE OF THE WORLD AND FEEL LIKE WE ARE AT HOME WITH PEOPLE WE JUST MET." - JESSICA

villages, harmonizing with the lush green French countryside that seemed to stretch to infinity.

With the May sunshine hiding behind clouds, a chill ran through me — both from the cold temperatures and the thrill of our journey. A welcome pause for cappuccinos and *thé chaud* at a roadside cafe rejuvenated our spirits before we continued our voyage towards the mountains, where the roads became twisty and challenging, winding over and down the mountain with exhilarating switchbacks.

In the fields, horses grazed amidst wildflowers, their manes blowing in the breeze. Irises and poppies painted a vibrant mosaic along the roadside. We passed charming cafés, patisseries laden with decadent pastries, and cheese shops displaying their tempting *fromages*, their ancient buildings abutting single-track roads, bearing witness to centuries of history. The scenery transformed once



From Sport Chief to Scout, riders took turns on different bikes to get the full experience throughout their trip



more as we encountered vineyards, their neat rows of grapevines signaling the anticipation of an excellent glass of wine at the day's end.

The first leg of the journey came to a close amid the bustling cityscape of Montpellier as the sun dipped below the horizon, our group making a few wrong turns in the process. A late dinner was set at a long table under illuminated olive trees, next to a centuries-old cathedral in a hidden town square. There's a certain magic that happens when you gather with kindred spirits, relishing good food and drink after a good day's ride.

Imagine a day like this, repeated again and again and again through awe-inspiring scenery, with riders both familiar to you and whom you had just met. As the days wore on, we marveled together at crystal-blue waters and delightful coastlines, enjoying incredible food, delectable wine, and fine company. I am eternally thankful to have had the opportunity to be surrounded by such fearless, adventurous women and to establish a strong connection within mere days of riding with them. When you find your fellow black sheep, never let them go.

"IT'S GREAT TO HAVE COMPLETE STRANGERS COME TOGETHER AND IMMEDIATELY BOND OVER MOTORCYCLES..." - CAROLINA



BUILT

TWITCH CALLS AN OLD FRIEND
FOR A CUSTOM SPORT CHIEF



40

STORY BY MORGAN GALES

PHOTOGRAPHY BY SEAN MACDONALD

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R

Jeremy "Twitch" Stenberg
wastes no time in breaking in
his new custom Sport Chief



ABUSE

J

Jeremy “Twitch” Stenberg is not gentle on his bikes. The motocross legend started riding when he was two years old, and it wasn’t long before he was flipping and flying through the air, bike and all. He won the Vans Triple Crown for the first time when he was 17, and has since won six X Games gold medals. To him, bikes are tools of the trade — machines to be abused in the name of ridiculous stunts and wild good times. So when the Indian Sport Chief was released, he called an old friend for some custom work.

Now Carey Hart, known as the first man to do a backflip on a motorcycle, and Twitch have been friends for over 25 years, traveling the world and racing each other, partying together, and Lord knows what else. So when Twitch first called Carey, the request was relatively simple and no surprise.

“I want to do burnouts and wheelie it ... and I wanna beat the crap out of it and have it last,” Twitch said with a laugh, like this was an easy request. “He said okay. He’s like, ‘That’s exactly what I wanted to build for you because I’m too old to do that stuff. I’ll leave that to you.’”

So Hart got to work. Ergonomics were tuned to fit, using Hart-Luck bars on Kraus risers, with Beringer levers and Hart’s own grips. Hart’s special edition Saddlemen seat was installed, and foot-pegs and controls from San Diego Customs add a little dirt bike style.



Paint and trim are easily seen in photos, but more subtle is the work Carey did securing fasteners, safety-wiring and replacing hardware, and preparing this bike for Twitch’s thrashing.

Hart-Luck Bassani Exhaust pipes were installed on the Thunderstroke 116 and Indian’s High-Flow Intake was matched. Titanium fasteners were used throughout the build and Hart worked painstakingly, safety-wiring components, threadlocking and torquing down each bolt in order to withstand the impending thrashing from Twitch.

Forks were extended 1.5 inches, re-valved, and resprung to increase cornering clearance and withstand the stress of being dropped from wheelies time and time again. Fully adjustable Fox shocks mount to a Trac Dynamics swingarm, stiffening up the feel in the rear and making it easier for Twitch to break the rear tire loose when he wants to. Hart-Luck wheels were wrapped with Dunlop American Elite rubber and installed front and rear before the bike was wrapped up and shipped off to Schultz Designz for paint and then final delivery.

The final result is a high-performance V-twin turned up to 11. Wearing black base paint with silver leaf and red panels, the Sport Chief now has more cornering clearance, more suspension travel, and with titanium hardware all safety-wired, this thing is bulletproof.

Carey delivered the bike to Twitch’s place, and of course, Twitch had his helmet in his hand as Carey lowered the bike off the ramp. With Carey on his own red and gold Sport Chief, the pair pulled up to the first stop sign. And there was Twitch — leaving a hundred-foot strip as he milked the front brake with a rolling burnout.

Hart looked over and shook his head.

“This ain’t on me!” Hart shouted over Twitch’s engine, which was bouncing off its rev limiter.

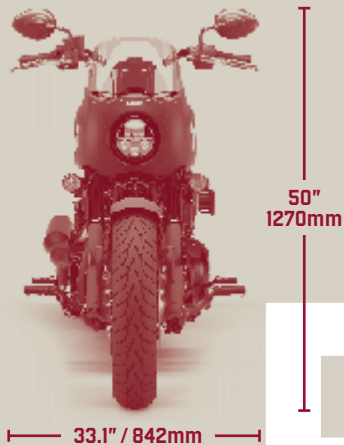
“It’s my bike now, dude!” Twitch yelled back.

2024 SPORTS Bike

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The Indian Sport Chief is as much about customization and personal style as it is about ripping high performance. Components like Fox Shocks, Brembo Brakes, and a louvered quarter fairing start you on your journey, but we want to help you take your bike as far as you want with this quick-reference guide. This is information straight from the team that designed and built the Chief line, not Joe Q. Forum tryin’ to figure it out. So tear it out, put it on the wall of your garage, and get to work.



R

CHIEF

ONE SIXTEEN

F

LENGTHS & MEASURES

90.6" / 2301mm

64.6" / 1640mm

COMPONENT	FACTORY SPEC
FRONT BRAKE ROTOR BOLT PATTERN	320mm X 5mm 5 EQUALLY SPACED MOUNTING LOCATIONS
FRONT AXLE SIZING	20MM O.D.
FRONT WHEEL SIZE TIRE RIM	19" X 3.5" 130/60B19 61H CRUISETEC CAST HIGHLIGHT MACHINED
STEERING HEAD BEARING SIZES	UPPER: BALL BEARING 47 X 25 X 12 LOWER: SEALED TAPER BEARING 30 X 50 X 17
FORK TUBE DIAMETER	43mm
HANDLEBAR DIAMETER	1"
GAS TANK TUNNEL SIZE	3.25" X 22.5"
EXHAUST DIAMETER/FLANGE BOLT PATTERN	1.75" O.D.
DISTANCE / SIZING OF GAS TANK MOUNTING BOLTS	3.8" CTR TO CTR DISTANCE QTY 2 - M6 X 20mm FASTENERS
FOOT PEG FITMENT	18mm SLOT W/ 8mm PIVOT PIN
REAR FENDER SIZING / BOLT PATTERN	22.25" X 10" QTY 2 PER SIDE M8 X 20mm LENGTH FASTENERS
SIDE COVER SIZING / MOUNTING POINT SPACING	5.5" X 5.5" X 9" QTY 3 M6 X 12mm LENGTH FASTENERS
REAR SHOCK MOUNTING BOLT SIZES	M12 FLANGE NUT ON M12 MALE STUD UTILIZES AN EXTERNAL STUD THAT IS ATTACHED TO THE FRAME, A FLANGE NUT IS USED TO RETAIN THE SHOCK TO THE BIKE
REAR SHOCK EYE-TO-EYE LENGTH	12.6"
REAR WHEEL BRAKE ROTOR BOLT PATTERN	300mm X 5mm 6 EQUALLY SPACED MOUNTING LOCATIONS
REAR WHEEL AXLE SIZING	20mm O.D.
REAR WHEEL SIZE TIRE RIM	BLACK 16" X 5" 180/65B16 81H R, CRUISETEC CAST HIGHLIGHT MACHINED

GOOD

THE

FREESTYLE MX LEGEND CAREY HART HELPS VETERANS FIND PEACE ON THE OPEN ROAD

Veterans and Good Ride attendees salute the flag before their group ride

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STORY BY MORGAN GALES

PHOTOGRAPHY BY SEAN MACDONALD

RIDE

DE

The name “Carey Hart” means different things to different people. To most, he’s the legendary freestyle motocrosser — the first guy to pull off a backflip on a motorcycle. To others, he’s a V-twin builder, the owner of House Beer, and husband to the musical powerhouse P!nk. But to the veterans in this Santa Barbara, California, parking lot, he’s the guy they’re about to go ride with.

After transitioning out of working as a full-time athlete, Hart became more involved in the V-twin world and found a great partner in Indian Motorcycle. His work with the brand brought him all over the United States, riding and representing, along with his best friend Big B. That’s when the two saw an opportunity — a way to give back.



“On one side, we wanted it to be a social event,” says Hart. “On the other side, we wanted to have an opportunity to bring vets out and kind of give them a distraction for a day.”

The Good Ride works on two levels. First, it’s just an amazing day on two wheels for veterans to come out, relax, and enjoy. Second, 100 percent of the profits from these events go to the Infinite Hero Foundation to help provide military, veterans, and military family members with effective treatment for service-related injuries.

Carey and Big B have been hosting these rides and raising money for vets for over nine years now. They’ve traveled overseas and spent time riding with U.S. military stationed abroad, and hosted events stateside from coast to coast. The events haven’t changed much over the years, as Hart explains.

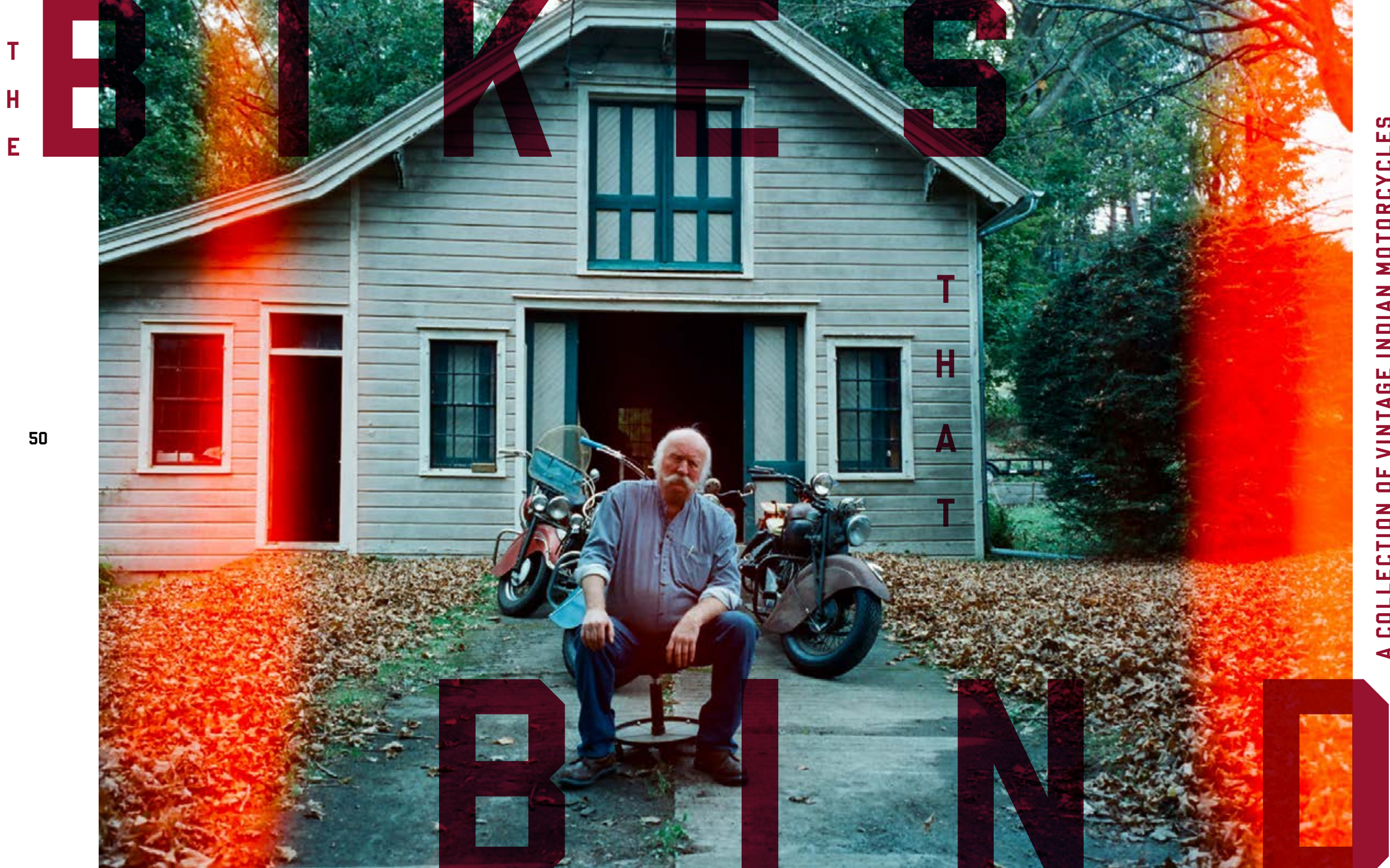
“We started off doing this as an organized ride,” he says. “And along the way, we haven’t strayed too much, but just kind of evolved the concept a bit. You know, we want to keep it fun. We want to keep it light, engaging.”

Carey talks to the group, thanking the riders and laying out guidelines for the day (left). Along with Carey comes the peanut gallery — Big B and Jordan Graham are there hanging out and riding alongside the group.



Hart and Big B have done an incredible job of keeping it both light and engaging, because that’s just who they are. Show up to a Good Ride and you’ll see them laughing through most of the day, meeting new riders and genuinely trying to get to know them.

You can find information on upcoming Good Ride Rallies, purchase tickets, or sponsor a vet at GoodRideRally.com.



A COLLECTION OF VINTAGE INDIAN MOTORCYCLES RE-UNITES A FILMMAKER AND HIS LONG LOST COUSIN.

WORDS BY JOSH BOGARDUS

PHOTOGRAPHY JOSH BOGARDUS & GEORGE WATTS

D

Distant relatives are easily dismissed when you're young. You see them every few years to hear the same tired stories recycled over and again. But take the time to listen — really dig in, and you'll find depth, value, and heritage in those tales.

It was late fall of 2022; my grandmother had passed away the winter prior and I was back in Upstate New York for her memorial services. I grew up in New Hampshire, but my family has occupied the Capitol Region of New York as far back as any of us can remember.

It was here, at my grandmother's funeral, that I reconnected with my mom's cousin, Tom Hope. I knew little about Tom, other than that he had been a gifted painter, but I had only met him a half dozen times over my life. We chatted about our lives, work, and an upcoming video project I had with Indian Motorcycle down in the Florida Keys. When he heard me say "Indian Motorcycle," his ears perked up as he exclaimed, "I have a vintage Indian collection, you know!" We talked about bikes and art for a while before I pointed my wheels north, back to New Hampshire.

For the next year, I thought often of Tom and his collection of Indian motorcycles. What were they? Did any of them run? He was sort of a mythical character in our family — an eclectic who liked old machines and spent a lot of time alone with them. "His house is like a museum," my mom would say. And so, on Memorial Day weekend in 2023, I booked the cheapest Airbnb I could find in Chatham, New York, and drove through the back roads of Vermont to a corner of the Hudson Valley few have ever seen, aiming to make a film and tell the story of "My Cousin Tom."

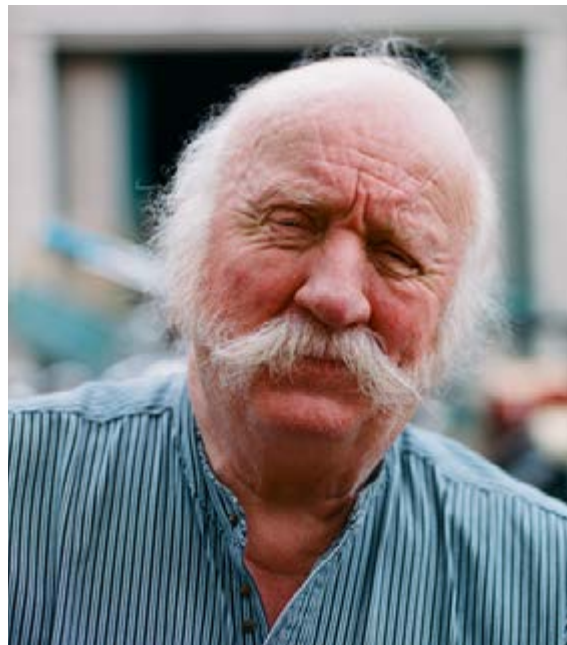
Tom and his wife Lynne live in an 1872 Gothic Revival home with authentic wallpaper, antique furniture, and World War II-era black-out blinds. He heats the home with coal and most of the furniture and artwork in the house are either his collectibles or his own artwork. The house also has an attic like that seen in so many movies, the kind where they find the artifact that opens a pathway into the fourth dimension, or what have you. Out back, beyond his apple orchard, is the barn.

As I pulled up to the property, Tom greeted my crew and me outside. He slid open the barn door to a showcase of seven Indian motorcycles sitting crooked across the old barn board floors. One bike was pulled over next to his workbench with a few wrenches lying around the tires.

"This is my '51," Tom said proudly. Before us sat a 1951 Indian Chief, a machine so unique it was quite possibly a two-wheeled manifestation of Tom himself — and a bike that surely carried just as many stories. Tom wheeled the bike out to get it started.



WHEN HE HEARD ME SAY "INDIAN MOTORCYCLE," HIS EARS PERKED UP AS HE EXCLAIMED, "I HAVE A VINTAGE INDIAN COLLECTION, YOU KNOW!"



Tom's bikes are classic and in various levels of restoration. None are perfect, None are perfect, but to him they are.



We spent the morning filming Tom in his art studio, which sits on the top floor of his home. He told stories of a series of paintings he had been working on for the past 20 years. As a filmmaker, I like to think of myself as creative, but when I saw Tom's artwork and the sheer size of some of these pieces, I began to think of myself as more of a tradesman. His work varies in color, mood, and spacing, but one common thread is Tom's visionary artistic style.

"I go to a place where I sort of leave my body," he said. "It's like someone else is taking control. The spirituality when I was doing my series — that was my church I was going to, I knew I was doing something bigger than me."

Tom showed us his collections for a while, and we watched and filmed as he finished up some touch-ups on one of his favorite pieces.

In between shooting, we chatted about life and family. He is incredibly proud of his Welsh background and his heritage in the Hudson River Valley. He knows almost everything about the area's history and is a remarkable person to engage in conversation. Tom's connection to the place he lives goes far deeper than even he may understand. "I was having dreams about the future, and I saw this house in my dreams," he said. "I sort of walked around in here like a ghost, just admiring my art and the house." The house is truly a character in itself; there are ancient artifacts, whimsical decor, and interesting items around every corner.

Tom's bike collection is equally as impressive as his art, and is perfectly hand-picked. Each bike represents something meaningful to him. Besides his '51 Chief, Tom owns a 1936 Jr. Scout, a 1940 Jr. Scout Military 741 bored out to 675cc, and a 1947 Chief. The latest addition is his 1941 Indian Scout, which is perhaps the most sentimental of his collection.

"An Indian motorcycle was something my father wanted forever," he said. "Just before he went into the war, a friend of his bought a brand new Indian Scout. My father said it was just absolutely beautiful. He really wanted a motor-



cycle but he was giving his money to his family to support them."

"I was never really into Indian motorcycles," Tom recalled. "But then one day back in 1968, I had an opportunity to buy a used one. And the guy I bought it from said, 'Get on the back, kid,' and he rode me home on it. I've been an Indian Motorcycle fanatic ever since."

"And I bought this last Indian — the '41 Scout — I bought it for my father. When I'm riding my bike, I'm riding with him."

"They are just gorgeous bikes, man. They

look like they are going 100 mph down the road sitting still."

Over the next few months, my team and I went to see Tom two more times. I never could have foreseen this project evolving the way it has. My original goal was to make a short film about a family member who shared an interest in vintage motorcycles. But this project has helped me form a deeper, more meaningful connection with a family member whom I barely knew, and from that came a legacy-worthy piece that can be shared for generations to come.

Tom stops to look at some of the art he has produced over the years, and poses with one of his favorite bikes to ride — a customized 1942 Sport Scout.





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BY MORGAN GALES

PHOTOGRAPHY BY JOHN RYAN HEBERT



PRO SKATER CHRIS COLE
TALKS MOTORCYCLES,
CARPENTRY, SKATEBOARDING,
AND THE ZEN OF IT ALL.

T H E

Cole rides his 2023 Sport Chief
outside of his San Diego woodshop

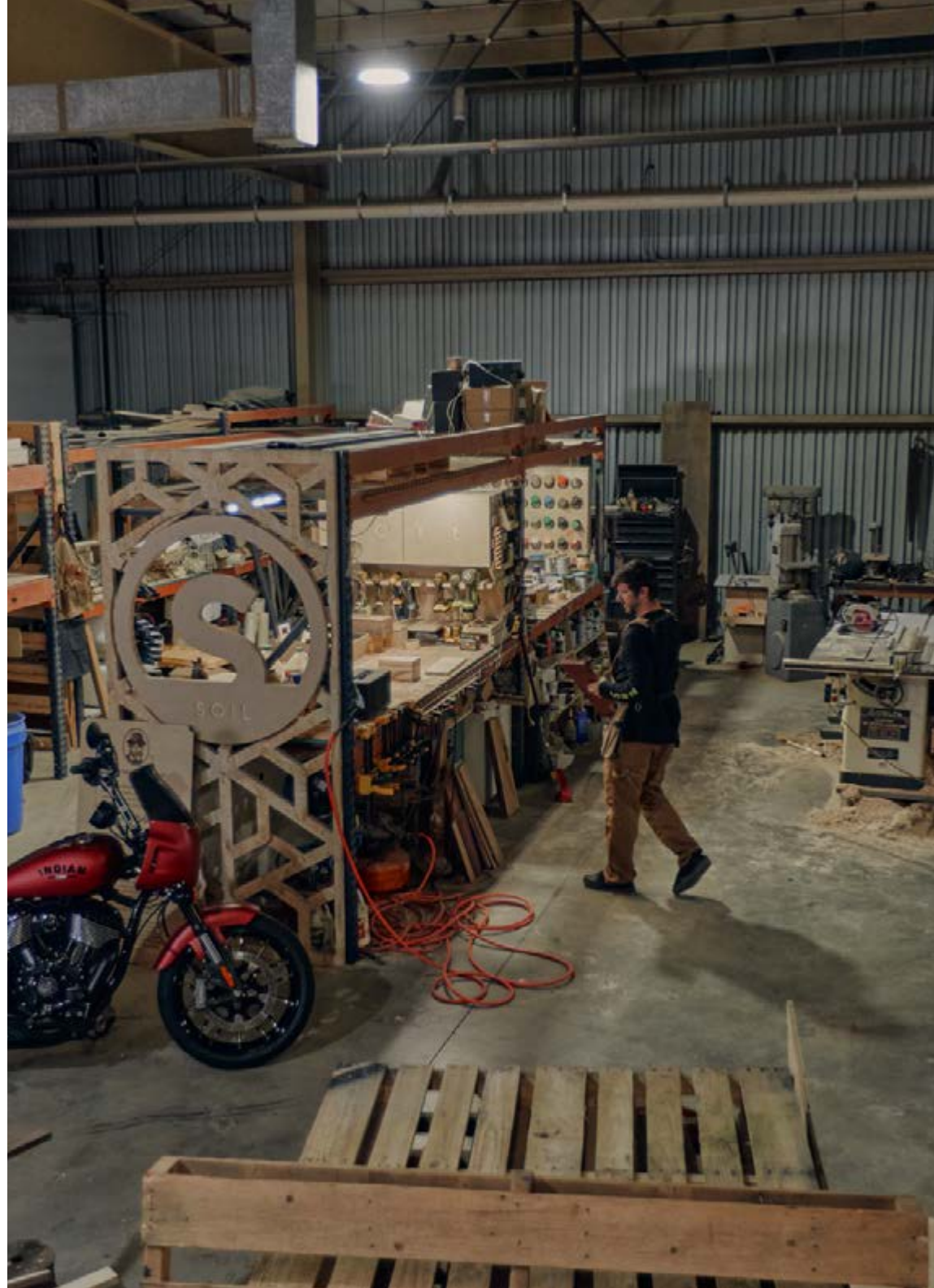
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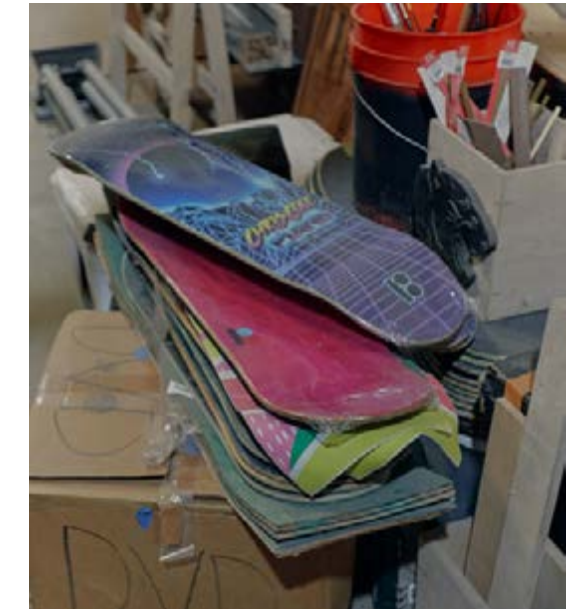
Outside of an industrial recycling plant just north of San Diego, Chris “Cobra” Cole rounds the corner and blasts through the parking lot on his matte red Sport Chief. He pulls off his helmet and smiles as he rolls up the steel door to his woodshop.

Five-foot-long contest checks hang on the wall next to a tall stack of skateboard decks and a few dozen pairs of Fallen skate shoes. Pallets of bug repellent sit next to a candle-pouring station — signs of the start-up companies that Cole has invested in and is helping to launch.

Cole has been working with wood for most of his life — only until recently, it was being flipped under his feet rather than on his workbench. The professional skateboarder has won multiple X Games gold medals, has been named *Thrasher Magazine's* Skater of the Year multiple times, and has been featured as a character in both the Skate and *Tony Hawk Pro Skater* game franchises. And while you can still find him at the local skatepark from time to time, it's more likely that he's holed up in Encinitas making sawdust — cutting, sanding, and gluing fine hardwoods into furniture, boxes, signs, and whatever else he feels like making.



Skateboarding, carpentry, and motorcycle riding: each requires focus and flow — skills that can be developed over a lifetime



But there is a common thread between skateboarding, riding motorcycles, and carpentry, Cole explains. “The similarity between all the things that I like is the balance between the ability to hyper-focus on it, to lose yourself in it mindlessly. There’s always a physical act involved, while it’s a very cerebral activity. And you can never, ever perfect it.

“In all of these endeavors, there is progress and satisfaction, but you will learn to enjoy each much more by finding joy in the journey. Find the flow. Keep the end result in mind, but that’s not all that matters.”

He finishes cutting a dovetail joint and succumbs to the beckoning of the Sport Chief. “Just a quick rip,” he laughs, grabbing his helmet.

Follow Cole's skating at @ChrisCobraCole and his woodwork at @CColeandCo.

AMERICANA ABROAD

INSIDE BUDWEIS, THE CZECH REPUBLIC'S MASSIVE CELEBRATION OF INDIAN MOTORCYCLES

By Wes Reyneke

Breakfast runs, riding groups, motorcycle clubs, rallies, multi-national events — whatever you enjoy doing on two wheels, there's a common thread that connects them all. No matter how big or small a motorcycling get-together is, it almost always starts with one rider who loves what they're doing so much that they want to share it with others. In the case of the humongous Budweis Indian Rider's Fest (IRF), that person is Jean-Marie Guyon.

Born in France but residing in the Czech Republic, Jean-Marie has been riding his entire adult life. He bought his first Indian motorcycle nine years ago and hasn't looked back since, throwing his heart and soul into the storied American brand. A slew of Indian bikes followed, and before



Thousands of IMC riders flock to Budweis, Czech Republic, every year to join in this epic motorcycle festival!



long, Jean-Marie had founded one of the first Indian Motorcycle Riders Groups (IMRG) in Europe.

His involvement led him to the first French IMRG gathering in 2018, but Jean-Marie and his cohorts immediately saw the potential for bigger things. "We decided to organize the gathering in the Czech Republic for the next year [2019]," he tells us. "This was the first official edition of the Indian Riders Fest, which was intended to become a more internationally-orientated meeting, not just for French riders."

"In the early days of the IRF, many doubted our ability to create the largest meeting of Indian motorcycle riders in the Czech Republic. Back then, such a significant gathering of Indian motorcycle owners had never been attempted before. However, I saw this skepticism as an opportunity to prove them wrong."

And prove them wrong he did. Driven by his unwavering passion, Jean-Marie put in countless calls to Indian owners all over Europe, spreading the word about the fest and building a network

of like-minded enthusiasts. Hundreds of visitors attended the first Indian Riders Fest — but this year's attendance clocked 3,000, with 39 countries represented. And that makes it the world's biggest gathering of Indian motorcycle enthusiasts.

Since Day One, the IRF has been held in the town of České Budějovice (or "Budweis"), about 34 miles south of where Jean-Marie lives. "Budweis has a huge exhibition center where the IRF takes place, close to the historical city center," he explains. "The location and the cooperation from the local and regional authorities made me choose this location. And besides that, the South Bohemian region offers lots of fantastic rides in the forests, lake district, and old medieval towns."

"Nowadays the event is simply referred to as 'Budweis' between riders. And it's the annual meeting that most of them do not want to miss."

Held over the second weekend of June, this year's event was jam-packed with entertainment, food, beverages, and, of course, motorcycles. Lots of motorcycles. The grounds welcomed



multiple classes showcased the ability of Europe's custom bike builders. And for those with a keen interest in the King of the Baggers race series, Indian's race-spec Challenger RR was present, along with a cutaway of the PowerPlus engine that powers it.

The 2024 edition of the Indian Riders Fest is set for this summer, over the weekend of June 13 to June 16. This year's theme is "Back in Time," and it promises to be the biggest show yet. Jean-Marie credits Indian Motorcycle, the IRF's valued sponsors and partners, and the dealers and volunteers who help to organize the festival for their never-ending support. But what drives this mammoth festival is an infectious passion that shows no sign of waning anytime soon.

"As a passionate motorcycle enthusiast," he says, "I find immense satisfaction in connecting with people — especially fellow Indian Motorcycle riders. That's what led me to the initial idea of the IRF, with a love of challenges further fuelling my determination."

some 2,500 bikes, 1,800 of which were Indian motorcycles. (The event is open to all marques, making it a truly inclusive and vibrant gathering.)

Visitors were treated to a massive Saturday parade ride, where 1,500 motorcycles roared along a 24-mile route down South Bohemia's breathtaking roads, led by King of the Baggers Champion, Tyler O'Hara. The ride ended at the historic Přemysl Otakar II square (one of the largest town squares in the Czech Republic), where the Indian Motorcycle Riders Groups laid their flags for an unrivaled photo opportunity.

Other spectacles included the exhilarating Wall of Death show, stunt-riding exhibitions, rodeo performances, and live music. Indian motorcycle apparel was on sale, test rides of the latest models were on offer, and one lucky festival-goer even went home with a brand-new Indian Challenger.

Custom motorcycle aficionados sunk their teeth into the Budweis Custom Indian Motorcycle Show, where 32 custom Indian bikes spanning

From rodeo to racing, Budweis is a celebration of Indian Motorcycle Company and American culture



INDIAN MOTORCYCLE PARTNERS WITH THE INDIGENOUS COMMUNITY

By Micki Dirtzu
Community Engagement Manager

It felt like I was standing on the edge of the world — my world — where the coastline clearly defined the separation of what I had known before, and the new world on the horizon represented by my new role at Indian Motorcycle. The evening before I had flown into Neah Bay, Washington, to drive five hours of winding roads to the Makah Tribal Nation. On this morning, nearly a year ago, I stood with the Boys & Girls Club staff at Cape Flattery, the northwesternmost point of the contiguous United States. The Boys & Girls Club Native Services Unit has been a key philanthropic partner of Indian Motorcycle since 2021, and the Boys & Girls Club of the Makah Tribal Nation is one of 10 clubs that receives our



Do-it-Yourself Science, Technology, Engineering and Mathematics (STEM) Program funding, which allows clubs to expose Native youth to STEM in culturally adaptable activities.

In my role as community engagement manager, I support Indian Motorcycle's commitment to enhancing our engagement with Tribal communities, fostering cultural understanding, and building mutually beneficial partnerships while upholding the brand legacy of Indian Motorcycle. At its core, this work is about relationships. Through these relationships we are establishing an understanding of how to make a positive, meaningful impact with Indigenous communities.

This visit reinforced the importance of building community, recognizing each Tribal nation holds a unique culture, history, and beliefs, and inviting Indigenous voices into Indian Motorcycle, which continues to play an integral role in informing our journey.

"Our goal in engaging with Indigenous people is to champion and collaborate with Tribal



MY HOPE IS THAT RIDERS TAKE TIME TO LEARN ABOUT OUR RICH HISTORY AND THE DIVERSITY OF OUR PEOPLE AND CULTURES.
- MELODY LEWIS



Opposite top: Michael Dougherty, President, Indian Motorcycle pictured with partner Chad Poitra (Turtle Mountain Band of Chippewa Indians), Founder of InnoNative Consulting. Opposite bottom: Melody Lewis (Mojave/Tewa/Hopi), Founder of Indigenous Community Collaborative. Below: Micki Dirtzu, center, with members of the Boys & Girls Club of the Makah Tribal Nation, Neah Bay, Washington.

communities, by, for instance, identifying and donating to nonprofit organizations doing amazing work in their Tribal communities, among other collaborative efforts," says Mike Dougherty, President, Indian Motorcycle.

Our partners, made up of the Indian Motorcycle Advisory Council, Indigenous-serving philanthropic partners, and Native American-led consultants, play a key role in educating, guiding, and providing an Indigenous perspective to the team, which serves as a guide to how we can partner with the larger community. Everything we do is community-led and authentic to who we are as a brand.

"Through a collaborative process, Indian Motorcycle has built trust and reciprocity through their approach to relationships with the Indigenous community," explains Melody Lewis, co-founder of partner Cahokia PHX. "In this entire process, Indian Motorcycle has led the way in

learning and understanding our culture and how to help in a meaningful way.

"Behind the brand is a people. My hope is that riders take time to learn about our rich history and the diversity of our people and cultures. I personally know community members who are proud of the brand and proud to ride Indian motorcycles. I hope that every rider holds reverence for Indigenous people in that same esteem."

"Cultures do not exist in a vacuum," says Chad Poitra of partner InnoNative Consulting. "The free exchange of cultural ideas, when done respectfully, is an essential part of the human experience. When a brand like Indian Motorcycle seeks truly authentic connections to Indigenous communities to better honor its name, it is blazing a trail for more respectful cultural representation in the world. I am honored to be a part of this process, and hope we can create a lasting positive impact together."

As I reflect on my journey since visiting the Makah Tribal Nation nearly a year ago, I am honored by the steps we've taken in collaboration with those passionate about Indian Motorcycle and our partners. I am excited for Indian Motorcycle to support more Indigenous-led rides, like the Thunderbird Throttle during Arizona Bike Week, and to continue to grow our partnerships into the future.

I invite you to learn more about the ways Indian Motorcycle is taking action and how you, our owners and riding community, can join us by visiting our website at www.indianmotorcycle.com/en-us/community-engagement

