

FOR IMMEDIATE RELEASE

Contact: Bill Melvin or Tom Nystrom
Phone: (800) 613-6865
Email: sales@nrel.com
April 20, 2004



INDIAN MOTORCYCLE CORPORATION

THE END OF THE RIDE: Liquidation of 2004 Limited Production and Corporate Motorcycle Collection Now in Progress!

Grand Rapids, MI - When Gilroy, California-based Indian Motorcycle Corporation abruptly halted production and closed their doors in Fall 2003, the company had only manufactured FORTY brand-new bikes for their 2004 line. Bill Melvin -- CEO of National Retail Equipment Liquidators (N.R.E.L.) in Grand Rapids, Michigan --stepped in and acquired the entire 2004 production group plus ALL of Indian's hard assets, including parts, manufacturing equipment & more.

Now this is where things get interesting -- Bill Melvin isn't JUST the CEO of one of America's leading liquidation companies, he's also an avid vintage motorcycle collector and an ardent fan of the Indian motorcycle. He immediately recognized the potential value of these limited production bikes as future collector's items.

"This group of 2004 bikes is the rarest production run of American motorcycles ever made," says Melvin. "There's never been such a small quantity of exquisite machines representing the entire year's production of an American-made motorcycle."

Continued on page 2

"Unfortunately I can't keep all forty of the 2004 bikes, no matter how tempting it is!" he laughs, "So our company is liquidating the entire group on a first-come, first-serve basis." Melvin did acquire one of the '04 bikes for his personal collection, a blue vintage style Indian. He adds "If you're a collector, an enthusiast or a fan of the Indian brand like me, don't miss this opportunity to acquire one of only forty bikes produced for the 2004 line—because when they're **GONE**, they're **HISTORY!**"

Melvin's company also acquired Indian Motorcycle's corporate motorcycle collection in the deal. The collection includes several motorcycles designed for Hollywood films like "TERMINATOR 3", "CAT IN THE HAT" and "SCOOBY DOO 2" (signed by main cast members) ... the first 2000 Scout... A custom painted blue & red flame Indian signed by Jeff Gordon ... plus other miscellaneous 2001 – 2003 bikes. OVER 30 bikes to choose from – while they last.

View Indian Motorcycle Liquidation specs, photos and PDF brochures at www.nrel.com or call (800) 613-6865 for details. "Everything will be sold and no reasonable offer will be refused. HURRY to make offers NOW while selection is good!" says Melvin. All 2004 Indian Motorcycle buyers can also join a club Bill Melvin started. The "2004 Indian Owners Club" will be limited exclusively to the owners of the '04 Indian bikes.

The Indian Motorcycle brand was launched in 1901. Indian's were known as "America's First Motorcycle" and the company was a leader in technological development. Indian Motorcycle operated through roaring twenties, the Great Depression and two World Wars, changing hands and undergoing many changes over the decades. The company closed in 1953, but restarted over 40 years later in 1999, then closing in Fall 2003.

National Retail Equipment Liquidators is a leader in Store Fixture/Equipment Liquidations and Motorsports Liquidations. Contact N.R.E.L. for details on services, strategies and solutions for the retail industry including Fixture and Equipment liquidations and more.

#

Contact: Bill Melvin OR Tom Nystrom
Phone: (800) 613-6865
Fax: (616) 458-5504
Email: sales@nrel.com

