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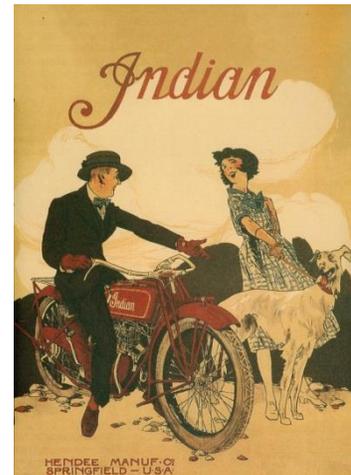
– FOR IMMEDIATE RELEASE –

**Get Your Motor Running
With Our Next Special Exhibition
Indian Nation: Indian Motorcycles and America
Opening Sunday, April 12, 2015
On view through August 23, 2015**



Philadelphia, PA—Motorcycles might not be the first mode of transportation that comes to mind when you think of Sweden. While the country itself is known for safe and practical cars, the iconic American motorcycle brand, Indian, has connections to Sweden in its co-founder, Carl Oscar Hedstrom, a Swedish immigrant of the late 19th century. The exhibition weaves the story of the Indian Motorcycle Company with the broader tale of America over the last century.

The story of the Indian Motorcycle Company closely mirrors the history and attitudes of America. Indian was founded by two driven young men: George Hendee, an American bicycle racer and builder, and Oscar Hedstrom, a Swedish immigrant and machinist. The two first met in 1899, when Hendee took notice of a motorized bicycle that Hedstrom had modified. They developed a plan to form a company and produce their own “moto-cycle,” and came to found the first American motorcycle company. The Indian experience is one of exploring unknown territory, of pushing established boundaries. The Indian Motorcycle Company witnessed both capitalism’s glory and greed, and understood dizzying success and painful failures. Indian has emerged as a tenaciously enduring symbol of America which refuses to be forgotten. Its legacy remains synonymous with freedom, power, and visual appeal and embodies an ever-changing idea of what America was and continues to be.



Indian Nation presents the Indian motorcycle as both an aesthetic object and as American material culture. The exhibition features vintage Indian motorcycles, engines, and a selection of personal memorabilia. Visitors will learn about the company’s Swedish-American co-founder, Carl Oscar Hedstrom—who is a major figure in the creation of motorcycling as we know it today—and explore the Indian Motorcycling Company’s response to the Great Depression, World Wars I and II, and post-war American culture.

The exhibition includes a broad variety of bikes, accessories, and vintage promotional and advertising materials. A few examples are a beautifully restored **1903 Indian**, an **extremely rare**

1912 experimental Indian, and a 1919 Indian PowerPlus. Also on view are a custom 1928 101 Series Scout, an unrestored 1931 Four, a restored 1937 Indian Chief, a 1944 Indian Military Chief with sidecar, and an all original 1953 Indian Chief. The exhibition opening on April 12 will feature a gallery talk by renowned Indian motorcycle expert Doug Strange at 3pm.

This exhibition originated at the Antique Automobile Club of America in Hershey, PA.

For more information on the exhibition and visiting the museum, please visit www.americanswedish.org or call (215) 389-1776. For media inquiries or programming opportunities, please contact Caroline Rossy at crossy@americanswedish.org.

The American Swedish Historical Museum is located in scenic FDR Park at 1900 Pattison Avenue in South Philadelphia near the Sports Complex. Plenty of free parking is available. For those taking public transportation, the Broad Street Subway's AT&T/Pattison Avenue stop is within walking distance or SEPTA's Route 17 (Naval Base) can bring you right to the Museum.

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