

# RevZilla Announces its “Open It Up” Motorcycle Sweepstakes in Partnership with Indian & Alpinestars

The world's leading eCommerce retailer of motorcycle gear will open registration for a chance to win a customized Indian FTR 1200 S on April 26, 2019



**Philadelphia, Apr 26, 2019** ([Issuewire.com](http://Issuewire.com)) - [RevZilla](http://RevZilla.com) has teamed up with [Indian Motorcycle](http://IndianMotorcycle.com) and [Alpinestars](http://Alpinestars.com) to give motorcyclists a chance to ride away on one of the most anticipated bikes of the past 50 years.

The Open It Up Sweepstakes will further fuel the excitement surrounding the release of the Indian FTR 1200 S, a motorcycle that has enthralled the industry from the moment it was announced last summer.

Beginning April 26, the public will have the opportunity to enter for a chance to take home a Grand Prize package that is valued at more than \$22,000, including an FTR 1200 S, at [RevZilla.com/win](http://RevZilla.com/win).

Kicking off the campaign on April 26 will be a promotional video featuring six-time American Flat Track Champion Jared Mees. Following that content will be an in-depth video review of the new FTR 1200 S by RevZilla, which will be released on May 6. With a subscriber base of 650,000 YouTube viewers, RevZilla will be among the first media outlets in the world to offer a comprehensive review of the flat-track-inspired Indian.

“It’s been years since we’ve seen such a performance-driven motorcycle from a major American motorcycle manufacturer,” said Matt Kull, co-founder of RevZilla and CEO of Comoto Holdings. “We’re excited to have the opportunity to collaborate with Indian and create a branded-enthusiast experience around the sweepstakes, and help usher American motorcycling into a new golden age.”

After a run of unparalleled dominance in the revived world of American Flat Track racing, Indian Motorcycle has galvanized a prominent following through a new generation of riders who have been ignited by the sport and the aesthetic alike. Jared Mees has played an instrumental part in this revitalization, and along with Spurgeon and Lemmy from RevZilla, the trio will bring the same level of excitement to the Open It Up Sweepstakes as the motorcycle itself has to the industry as a whole.

“The launch of the FTR 1200 marks an exciting new chapter for Indian Motorcycle, as we expand our product range and relevance to a broader range of global riders,” said Reid Wilson, Senior Director for Indian Motorcycle. “In celebration of the FTR 1200’s arrival in dealerships, our partnership with RevZilla provides an incredible opportunity to engage and award the passionate group of riders who rely on RevZilla for their compelling content creation.”

RevZilla will also produce additional videos about customizing and modifying the FTR 1200 S during the course of the Open It Up Sweepstakes, which runs from April 26 through July 7. Five Second Place winners will be revealed between May 13 and June 10 and will receive prize packages valued at \$420. Three First Place winners will be named between June 17 and July 1 and will receive prize packages valued at \$500. The Grand Prize winner will be named on July 15.

The sweepstakes are open to legal residents of the continental United States who are 18 years old or older at the time of entry and who hold a valid driver's license and valid motorcycle license.

### About RevZilla

RevZilla.com is the largest eCommerce retailer of motorcycle apparel, parts, and accessories in the world. The company is known for award-winning customer experience, proprietary technology, and extensive expert content on RevZillaTV, the company's YouTube channel. RevZilla is also known for its commitment to the "orange culture," ranking #1 on Philly.com's Top Workplaces and 5th on the *Fortune* Best Workplaces in Retail. Shop online or come visit us at the [store](#).

### About Comoto Holdings

Comoto Holdings is a platform dedicated to advancing the experience of motorcycle enthusiasts across North America. Comoto's brands, RevZilla and Cycle Gear, deliver premium and exclusive products, dedicated expertise, an enthusiast community, and customer support to moto consumers through best-in-class ecommerce and retail experience.

### About Indian Motorcycle®

Indian Motorcycle 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 are reignited under new brand stewardship. To learn more, please visit [www.indianmotorcycle.com](http://www.indianmotorcycle.com).



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