

# NEWS RELEASE

## J&P Cycles®

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# STURGIS 2005

For Immediate Release - April 25, 2005

J&P Cycles® is the place to be at the 2005 Sturgis Rally & Races! J&P will be open daily during the rally from August 4th through August 14th.

Bikers from across the USA, Europe and even Australia will swarm to Sturgis this August and J&P Cycles® will be ready! Our full city block will include the J&P Cycles® store, the J&P Cycles® Metric Store, semi Displays from Custom Chrome®, Drag Specialties®, Kuryakyn and more. Food, Art, mechanics and more!

As always J&P Cycles® will have a huge selection of parts and accessories for your Harley-Davidson® motorcycle as well event t-shirts, clothing and other accessories. The second floor will be full of tons of special deals and close-out items. Plus, for the second straight year J&P will open a separate 1500 foot store strictly for Metric Cruisers. The Metric showroom will have parts and accessories just for Yamaha, Kawasaki, Suzuki and Honda (including Gold Wing) motorcycles.

From Airhawks to Zaplights, with two showrooms to pour over, everyone is sure to find what they are looking for! And... if they don't have it, they will order it in! J&P Cycles® technicians will be available at both showrooms to answer your questions and will be ordering parts everyday from their suppliers. Most parts can be shipped to the store in two days. Don't want to carry your parts home?? J&P will also be happy to send your order straight to your house.

As in past years, the J&P parking lot will be filled with "must see" manufacturers & distributors. Avon Tires, Custom Chrome®, Kuryakyn®, Drag Specialties®, White Brothers, Progressive Suspension, Memphis Shades, Vance & Hines, Redneck Engineering and many others will be set up displaying their newest products and answering questions. A mechanic will also be on hand behind the store installing new parts, tires etc.

100's of parking places will also be available at no charge around the J&P stores. Plus, don't forget to sign up to win the 2005 J&P Cycles®/Easyriders® Build-A-Bike. This years bike is a Custom Chrome® Eldorado kit bike that is being built by J&P!

Finally, once again the J&P Cycles® Mobile Showroom Semi will be set up just a few miles down the road at Black Hills Harley-Davidson® in Rapid City. Stop by and see their new product displays, place orders and talk with sales representatives. The Semi will be open daily during the rally so be sure to stop by!

J&P Cycles® is America's largest catalog retailer of aftermarket parts and accessories for Harley-Davidson® motorcycles. J&P Cycles® also features items for Metric Cruiser and Touring motorcycles. Featuring tens of thousands of items in stock, in print and on-line. J&P Cycles® also delivers the best customer service and return policy in the industry. Order toll-free in the U.S. and Canada at **1-800-397-4844** or on line at **www.jpcycles.com**.

J&P Cycles®.... Keeping the World on Two Wheels®... One Rider at a time!



**1650 LAZELLE STREET - STURGIS**



**NEW METRIC STORE BEHIND J&P**



**BLACK HILLS H-D® - RAPID CITY**