

# NEWS RELEASE

## J&P Cycles®

Contact: Angela Kearney (ext 8229) or Nicole Ridge (ext 6437)  
13225 Circle Drive • P.O. Box 138 • Anamosa, Iowa 52205  
Phone 319-462-4819 • Fax 319-462-6037  
**WWW.JPCYCLES.COM**  
**E-mail: [jpcycles@jpcycles.com](mailto:jpcycles@jpcycles.com)**



# J&P Cycles® Unveils New Website

## FOR IMMEDIATE RELEASE

ANAMOSA, Iowa – J&P Cycles® is proud to be the No. 1 retailer of aftermarket parts and accessories for Harley-Davidson® and Metric Cruiser motorcycles. To continue on with this legacy for an additional 30 years, J&P Cycles® is proud to announce an updated website offering a variety of search options, tools and allowing for a smoother shopping experience for our customers.

Since 1996 J&P Cycles® has offered customers an additional way to purchase products and seek out information. Because the internet has evolved quickly, so the decision was made last summer to launch a new website for 2009. The J&P Cycles® E-Commerce Team spent months researching the latest trends in navigation and design, all while keeping the customer in mind!

“J&P Cycles® understands the importance of e-commerce and our customers’ ability to shop directly from their home anytime - 24 hours a day, seven days a week,” said J&P E-Commerce Manager Amir Rahman. “We spent months redesigning our site and looked at every aspect of the buying experience. It is a true upgrade and allows for an easy and uncomplicated search, fast navigation and easy check out for our customers. We are completely focused on our customers’ experience - it is all about you!”

Besides a new look, there are many noticeable changes that will benefit the customer and their shopping experience. These include:

- Upgraded search tool - the new, improved search function allows customers to type in exactly what they’re looking for and have all items that fit in that criteria be displayed.
- New shop by bike feature - customers can search specifically for products that fit their bike. Simply put in the year, make and model of bike and every product fitting that bike is brought up - no need to filter through thousands of products just to find the right ONE. The “My Garage” section allows customers to store information on their bike and bike specific parts right in this area.
- Updated specs, measurements and fitment information.
- Updated product descriptions and photos.
- Simple, one page check out.
- Tons of technical information - videos, tech articles and tech tips.
- New, updated Community section - allows customers to ask questions to J&P staff members (whether technical or question about order taken). Plus, customers can interact with each other and there are hundreds of motorcycle-related blogs and forums.

“We are thrilled with the final redesign of our site,” said J&P Cycles® President John Parham. “From the easy search to the fast new check out, it is more user friendly, faster and offers a much better experience for our customers.”

J&P Cycles® is the world’s largest catalog retailer of aftermarket parts and accessories for Harley-Davidson®, V-Twin Cruiser, Sport Bike and Gold Wing motorcycles. Featuring tens of thousands of items in stock, in print and online, J&P Cycles® 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](http://www.jpcycles.com).

This information is brought to you by J&P Cycles, your #1 choice for aftermarket Harley Davidson and Metric Cruiser motorcycle parts and accessories.

