



# STURGIS 2004

The 2004 Sturgis Rally brought a huge crowd of people from all over the world. And the place to be in Sturgis.... J&P Cycles® Lazelle Street lot!

Bikers from across the USA, Europe and even Australia swarmed to J&P® to see our huge selection of Harley® parts and accessories and the many "must see" manufacturers and vendors on the lot. And when they arrived.... surprise, surprise!

In its 25<sup>th</sup> Anniversary year J&P Cycles® opened not one, but two stores at its Lazelle Street location. A second, 1500 square foot Metric Cruiser parts showroom was open directly behind the main store for the first time. Cruiser riders were elated with the selection of parts available for Honda, Kawasaki, Yamaha and Suzuki motorcycles. From Airhawks to Zaplights, with two showrooms to pour over, everyone was sure to find what they were looking for.

Outside the Metric showroom mechanics were also on hand fixing bikes and installing riders awesome new pipes, lights... and other cool new parts.

The parking lot was filled with the industry's leading manufacturers including Custom Chrome, Drag Specialties and Kuryakyn. Sales reps from several suppliers including Spyke Starters, Russell Brake Lines and AutoGem also helped out J&P® technicians inside the stores answering customer questions and talking about their products.

Thousands of happy bikers signed up for the chance to win this years J&P® / Easyriders® sweepstakes bike built by Custom Chrome. To top it off, Indian Larry visited for the week. What an honor! Larry hung out in the J&P® lot for several days signing autographs, taking photos and talking with fellow bikers.

Last but not least, just a few miles down the road, the J&P Cycles® Semi spent the week at Rapid City Harley-Davidson®. The second location gave the J&P® Roadcrew a chance to meet and help out even more customers.

Overall, Sturgis 2004 was a great week to remember! J&P Cycles® would like to thank everyone for visiting during this years rally! We really enjoyed meeting you and hearing your comments and questions. For those of you who couldn't make it... hope to see you next year!

*Keeping The World on 2 Wheels®*



NEW J&P Cycles® Metric Showroom and service center was a huge hit with customers this year!



J&P Cycles® was the place to get your parts while in Sturgis.



Custom Chrome and Drag Specialties were just a few of the great manufactures on the J&P® lot.

