

NEWS RELEASE

J&P Cycles®

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More Than 20,000 Attend J&P Cycles® Open House

FOR IMMEDIATE RELEASE -

ANAMOSA, Iowa - Once again J&P Cycles® raised the bar with the 2010 Open House celebration! Sunny skies and warm temperatures assisted and more than 20,000 customers visited our headquarters, just outside Anamosa, Iowa, on June 26 and 27 as we celebrated our 31st anniversary! Motorcycle enthusiasts from around the country visited Anamosa, including guests from Canada, Georgia, Arizona and Virginia.

“Outstanding is the best word to describe this year’s Open House,” said J&P Cycles® President John Parham. “After last year’s amazing turnout, we knew we had quite a feat for this year. I think we did that and then some! We can’t say enough to our customers who visited us during this event.”



People of all ages were treated to a variety of entertainment that the J&P Cycles® Open House is known for. The ladies of Circus Una were a crowd pleaser as was the ILL Conduct Motorcycle Stunt Show. The Time-line Motorcycle was another treat to visitors. In fact, on Sunday, this monster of a motorcycle fired up all seven engines for the crowd, and they LOVED it!

“Each year, we’re touched by the number of people who attend this event,” said Vice President Jill Parham. “This year, especially, was very moving for John and I. Not only that, but we could not do

it year after year without the huge support of industry manufacturers.”

The motorcycle rodeo was a huge success, and the silent auction for the National Motorcycle Museum raised more than \$6,500 – the most in its history! During this weekend, the National Motorcycle Museum debuted at its new location with the AwesomeNess exhibit. Arlen and his son, Cory, were on hand at both the J&P Cycles® Open House and the Museum. A special fund-raiser and dedication was held on Saturday evening at the Museum, with approximately 150 guests in attendance.

Another great highlight of the event was the more than 80 manufacturers on hand. Except for Sturgis, there is no other place to go in the Midwest to see this many manufacturers in one spot! With no shortage of seeing the largest selection of parts available in the



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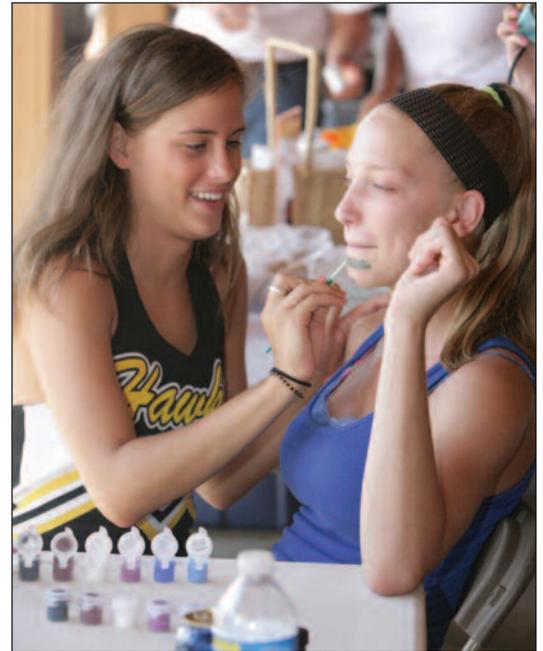
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J&P Cycles® Open House - (continued)

industry, many visitors were not only able to purchase items in the J&P® showroom, but also have them installed.



The Teresi Dyno-Drag Semi let attendees test their motorcycles capabilities and two ride-in bike shows were well received. More than \$4,000 in door prizes were given away to attendees throughout the weekend and J&P Cycles® Gold Club members were treated to a special event, where they could sign-up and win a variety of great prizes.

Famed motorcycle photographer Michael Lichter signed autographs and Cristine Sommer Simmons, author of "The American Motorcycle Girls 1900 to 1950" held a book signing. The Iowa Hawkeye Cheerleaders providing face painting for kids, and grown-ups.

All-in-all it was truly a spectacular time!! Next year's event is scheduled for June 25 and 26th, so it's not too early to make plans to attend! Thank you again to all who attended!

J&P Cycles® is the World's largest catalog retailer of aftermarket parts and accessories for Harley-Davidson® motorcycles. In business for more than 31 years, we also carry a full line of V-Twin Metric Cruiser, Honda Gold Wing and Sport Bike parts and accessories. 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 800-397-4844 or online at WWW.JPCYCLES.COM.

