FOR IMMEDIATE RELEASE
Oct. 21, 2010
Contact: Angela Kearney
Marketing Coordinator
319-462-4819, ext. 8229
Kim Brislawn
Marketing Supervisor
319-462-6437

J&P Cycles® Recognized as a Social Superstar

ANAMOSA, IOWA – J&P Cycles® was recently recognized by RightNow Technologies as a "Social Superstar" during their annual summit in Colorado Springs. The "Social Superstar Award" is an award that is in its second year and awarded to a client of Right Now Technologies who increases their customer experience through social media.

J&P Cycles® was chosen this year based on their commitment to servicing and communicating with their customers, in addition to motorcycle enthusiasts through online channels, such as Facebook, Twitter and YouTube. In 2009, J&P Cycles® made an effort to develop a "social strategy" utilizing all of these channels. People from around the world are able to interact with J&P Cycles® and experience the fantastic customer service they have been providing for more than 31 years. Through Facebook, Twitter and YouTube, J&P Cycles® has truly created a one-of-a-kind motorcycling community, where stories can be shared and problems solved.

RightNow is an on demand customer experience solutions provider that help consumer-centric organizations deliver great customer experiences. Founded in 1997, RightNow is headquartered in Bozeman, Montana.

J&P Cycles® is the World's largest catalog retailer of aftermarket parts and accessories for Harley-Davidson®, V-Twin Metric Cruiser, Gold Wing and Sport Bike 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 800-397-4844 or online at WWW.JPCYCLES.COM.