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John and Jill Parham Retire From J&P Cycles: Industry Pioneers to Focus on National Motorcycle Museum

Anamosa, IA — Powersports industry pioneer John Parham has announced that he and his wife Jill are stepping down as President and Vice President from J&P Cycles. The Parhams have handed over the management of the company they founded in 1979, and will be focusing on family and the National Motorcycle Museum.

“As the motorcycle industry evolves and grows, so must our business,” explains Parham. “Jill and I feel it is time for the next generation to lead J&P Cycles to even greater success.” The family legacy of integrity, customer service and unparalleled passion for the motorcycle industry lives on as son Zach has been named VP and General Manager to head the team of professionals his parents built and assumes day-to-day management of J&P Cycles. John will also continue to serve J&P as a member of the Advisory Board of Directors.



“I am so thankful for the opportunity to create and be part of the team that managed this business through all these years,” adds John. “Jill and I have met a lot of great people who have helped us overcome the challenges we faced along the way.” Started as a swap meet vendor from the back of the family’s Ford van, J&P Cycles has grown into one of the largest motorcycle parts and accessories retailers in the world. “Jill and I are so pleased with what our team has built at J&P Cycles, and we are confident in the management team moving forward,” says Parham.

Comfortable that J&P Cycles is operating on a sound business foundation with a solid management team in place, John Parham can now dedicate more of his time to his two greatest passions — his family and the National Motorcycle Museum. Prior to stepping down from day-

to-day management at J&P Cycles, John moved the National Motorcycle Museum to a larger facility in Anamosa, Iowa, last year. The new building displays the 325 motorcycles and collectibles in the world class setting and in the manner they deserve. J&P Cycles will continue to support the museum through the annual raffle bike fundraiser and various other promotions.

“We are so thankful for all our loyal customers, suppliers and friends who have supported us over the past three decades,” says Parham. “Together we have created a wonderful success story that would make anyone proud.”

The next chapter of this success story calls for John and Jill to attend future motorcycle rallies and trade shows, as well as the annual J&P Cycles Open House. “This wonderful industry has been an important part of our lives and our family,” Jill Parham explained. “We wouldn’t trade it for anything.”

About J&P Cycles

J&P Cycles® is the World’s largest catalog retailer of aftermarket parts and accessories for [Harley-Davidson®](#) motorcycles. In business for more than 32 years, we also carry a full line of V-Twin [Cruiser parts](#) 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.