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## **J&P Cycles® Founder Receives Lifetime Achievement Award**

*Motorcycle industry honors John Parham for dedication to the sport*

**Anamosa, IA, Feb. 22, 2012** — John Parham, founder of [J&P Cycles](http://www.jpcycles.com) and president of the National Motorcycle Museum Board of Directors, received the Don J. Brown Lifetime Achievement Award at the 2012 Dealer Expo and American V-Twin Dealer Show on Friday, Feb. 17.



Parham, a life-long motorcycle enthusiast, founded J&P Cycles with his wife Jill in 1979. What started as a small [Harley-Davidson](http://www.harley-davidson.com) motorcycle repair shop in a dirt-floor garage on the outskirts of Anamosa, Iowa, has grown into the world's largest catalog retailer of aftermarket [motorcycle parts](http://www.jpcycles.com) and accessories. The company produces one of the largest mail-order catalogs in the industry, with this year's print edition featuring 1,064 pages that list more than 40,000

motorcycle parts and accessories.

Parham was chosen for the award not just for his business achievements; however, but for his lifetime dedication to the motorcycle industry. A restorer of vintage motorcycles since his youth, Parham in 2001 relocated the National Motorcycle Museum from Sturgis, S. D., to Anamosa. Today the museum displays more than 320 motorcycles from around the world and countless pieces of artwork and memorabilia in a 36,000-square-foot facility.

“Just like our J&P customers, I love every aspect of motorcycles, and I’m a firm believer in the J&P motto: ‘Keeping the world on two wheels,’” Parham said in accepting the award. “Vintage motorcycles have always been a tremendous passion of mine, which led to the labor of love that is the National Motorcycle Museum. Since Jill and I retired from running the company last fall, the museum has become my true day-to-day passion.” Parham’s son Zach assumed leadership of J & P Cycles in 2011.

The Don J. Brown Lifetime Achievement Award is presented each year during the Dealer Expo trade show to an individual in the motorcycle retailing community who furthers the sport, the business and industry over the course of a career. It is named in honor of a founding editor of *Dealernews*, who became the industry’s leading research expert during his 50-plus-year career.

J&P Cycles is no stranger to winning awards at Dealer Expo having taken the coveted Top 100 Dealer title numerous times for both its Iowa headquarters and its store in Ormond Beach, Fla.

### **About J&P Cycles**

J&P Cycles®, founded in 1979, is the world's largest catalog retailer of aftermarket parts and accessories for [Harley-Davidson®](#) motorcycles. J&P Cycles also carries a full line of V-Twin [Cruiser parts](#) and [Sport Bike parts and accessories](#). Featuring tens of thousands of items in stock in its print and online catalogs, J&P Cycles also prides itself on having the industry's best customer service and return policy. For more information, visit [www.jpcycles.com](http://www.jpcycles.com).

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