

NEWS RELEASE

J&P Cycles®

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Dealernews Magazine names J&P Cycles® to "Top 100 Dealers" for 8th Straight Year!



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J&P Cycles® is proud to announce that they have been chosen as one of "Dealernews 2006 Top 100 Powersports Retailers in North America", for the 8th straight year. Dealernews Magazine is the powersports industry's leading business-to-business publication. Their Top 100 Awards recognize dealerships for retail design and merchandising approaches, promotional innovations and dedication to customer service. The Top 100 were honored at a dinner in Indianapolis during Dealernews 38th Annual Powersports Expo.

"Over the past few years more dealers have remodeled and reorganized their stores," says Dealernews publisher and competition director Mike Vaughan. "Many of them compare favorably within any of the nation's top general retail outlets and it's becoming increasingly difficult to assess just which dealers qualify for the title of North America's Top 100 as more of them adopt state-of-the-art merchandising and display practices."

"We are extremely proud to be honored again this year as one of the Top 100 retailers," said J&P Cycles® President John Parham. "Our customer service, policies and merchandising choices start right here in our showroom. Working on a daily basis with walk-in customers, our showroom staff is a big part of this. We are elated to have our efforts recognized and to be included in this select group of retailers."

J&P Cycles® newly-expanded retail showroom spans over 5000 square feet and is filled from top to bottom with motorcycle parts, accessories, gift items, clothing and more. The showroom also showcases a second-story mezzanine of vintage motorcycles, posters, trophies, toys and other motorcycle memorabilia that gives customers a little something extra to "ooh" and "ah" over when they visit.

The J&P Cycles® showroom staff and technical representatives are available to assist each and every customer. "We want our customers to feel comfortable with us," said National Sales Manager Bob Boyer. "Having experienced staff is a must to build trust with customers. We know they rely on us for our expertise as well as our experience. It is up to us to make sure our service is as excellent as our product selection. That is what keeps customers coming back."

J&P Cycles® is the World's largest catalog retailer of aftermarket parts and accessories for Harley-Davidson®, V-Twin Cruiser and Sportbike motorcycles. Featuring tens of thousands of items in stock, in print and on-line, J&P Cycles® delivers the best customer service and return policy in the industry. Order toll-free in the U.S. and Canada at **1-800-397-4844** or on line at **WWW.JPCYCLES.COM**.

J&P Cycles®.... Riding is our passion... Not just our business!

