

Dealernews Magazine names J&P Cycles® "Best Independent Dealer in the USA" for 2007



J&P Cycles® is extremely proud to announce that we have been honored as the "Best Independent Dealer" for 2007 by the nations leading Motorcycle Industry Magazine "Dealernews". 2007 marks the 9th straight year that J&P has been chosen as one of Dealernews Top 100 National Motorcycle Retail dealers, and this is the second time J&P has been singled out to receive this special "Best Independent Dealer" award.

The "Top 100 Awards" is the motorcycle industry's largest, longest running and most prestigious retail competition that recognizes dealerships each year for retail design and merchandising approaches, promotional innovations and dedication to customer service. Hundreds of dealers across the US and in Canada entered this years competition and J&P Cycles® was one of 16 top winners honored at their special Top 100 Gala in Indianapolis in February.

"We are absolutely thrilled to accept this honor." said J&P Cycles President John Parham. "We know we aren't the only parts retailer around with quality parts and accessories at fair prices. So we continue to work hard at J&P to separate ourselves from the competition with our outstanding customer service, technical service and selection."

J&P Cycles main focus in our showroom, and in our call center, is the overall customer experience. The J&P Cycles® staff is comprised of knowledgeable sales people and technical representatives. We know customers rely on our expertise and it is up to us to make sure our service is as excellent as our product selection. We are always willing to help find and fix problems and guide customers through their parts installation.

J&P Cycles® showroom spans over 5000 square feet. Designed by J&P Cycles® President John Parham, the showroom has a fantastic display of parts and accessories as well as a second-story mezzanine filled with a dozen vintage motorcycles and other great motorcycle memorabilia. Our "parts storage area" is a full service warehouse of over 150,000 square feet holding over 60,000 parts. All areas included, J&P Cycles® operation spans over 165,000 square feet and 4 buildings.

"Basically, we do our best to treat each and every customer the way we would like to be treated." said Parham. "To be recognized for our efforts by an organization like Dealernews is very rewarding and we thank them for this great honor."

J&P Cycles® is America's largest catalog retailer of aftermarket parts and accessories for Harley-Davidson® motorcycles. J&P Cycles® is also now featuring items for Metric Cruiser and Touring motorcycles. Featuring tens of thousands of items in stock, in print and on-line. J&P Cycles® also delivers the best customer service and return policy in the industry. Order toll-free in the

