

NEWS RELEASE

J&P Cycles®

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J&P Cycles® celebrates Super Store opening

FOR IMMEDIATE RELEASE

Daytona Beach, FL — J&P Cycles® celebrated its Super Store grand opening Wednesday, Oct., 17, 2007, at its all new, 35,000 square foot retail super store located at Destination Daytona in Ormond Beach. Destination Daytona has become the place for motorcycle and motorsport enthusiasts to visit all year long.

“Being part of Destination Daytona is a great opportunity for J&P Cycles®,” said J&P Cycles® President John Parham. “There is nothing in the world like Bruce Rossmeyer’s motorcycle complex and we are thrilled to be part of it today and into the future. There is much more to come.”

Local chamber representatives, press, industry VIP’s and friends joined John and his wife, Jill, J&P Cycles® vice-president to celebrate the opening of their new 35,000 square foot facility.

“This is unlike any other motorcycle shop I’ve been to. It is like the Ferrari of them all” explained celebrity bike builder Eddie Trotta. “It’s huge and filled with what any biker needs, no matter what he or she rides” finished Trotta.



Grand Opening attendees enjoyed a personal tour led by John and Jill along with food, drink and great conversation to celebrate the occasion.

“After all of our hard work, we are so proud of how the store has turned out,” said Jill. “We hope the people of Ormond Beach, and our customers, will love it as much as we do.”

J&P Cycles® is the world’s largest retailer of aftermarket parts and accessories for Harley-Davidson®, V-Twin Metric Cruiser and Sport Bike motorcycles. The company is headquartered in Anamosa, Iowa, and houses an operation of over 165,000 square feet including warehouse, showroom, and call center space. The Daytona Super Store is the first permanent retail outlet.

The new facility features a 15,000 square foot showroom

stocked with the one of the largest selections of motorcycle parts anywhere in Florida. The facility also houses an 11,000 foot second floor office area and technical call center that is digitally connected with the center in Anamosa. Employing dozens of full time motorcycle mechanics, the call center is also open daily to help customers with everything from fitment questions to full bike builds. The new facility employs over 50 full time staff and is one of the largest aftermarket retail stores in the motorcycle industry.

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