

NEWS RELEASE

J&P Cycles®

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J&P Cycles® 29th Annual Open House the best yet!

FOR IMMEDIATE RELEASE

ANAMOSA, Iowa – Motorcycles lined up as far as the eye could see – it could only mean one thing – the J&P Cycles® Open House was underway. That was the sight from the J&P Cycles® headquarters in Anamosa, Iowa, on Saturday, June 28. An estimated 15,000 people attended J&P's 29th annual customer appreciation event.

With so many motorcycle enthusiasts, it's no surprise that attendees came from all over the U.S., including Texas, New York, Florida and Nevada. One attendee even made the trek from Canada! The view from overhead said it all with motorcycles lined up for over a mile away on Highway 151.

“This year’s event was definitely larger than any other year,” said J&P President John Parham. “It was a nice, sunny day for the event and we were thrilled by the record turnout. Motorcycles were visible as far as the eye could see. It was amazing,” Parham said.

“Year after year, our one day customer appreciation event has grown in leaps and bounds,” said J&P Vice President Jill Parham. “This year was no exception. Seeing all the motorcycles and visiting with our customers is such a thrill for John and I,” Parham added. “Our wonderful vendors and dedicated staff put so much work into this event and we cannot thank them enough for their support,” she added. “It’s because of their hard work and support that this event has become so popular.”

Thousands of riders and spectators alike made the trip to Anamosa to participate in this event. Those attending got the chance to meet Michele Smith from SPEED’s American Thunder. Smith signed autographs and posed for photos with thousands of admirers. The Motorcycle Monster was also on hand taking photos with attendees.

Representatives from over 60 manufacturers were on hand to visit with attendees. Those attending this year included: Custom Chrome, Spyke, Cobra, Cruz Tools, S&S, Progressive Suspension and many others. J&P Cycles® had their semi display on hand as did Kuryakyn, SuperTrapp, Biker’s Choice, Drag Specialties and Fat Baggers, Inc.

Other great events were held including a Motorcycle Rodeo, the Extreme Team Motorcycle Stunt Show and the Ride Like a Pro Demo Riders. In addition to talking to industry manufacturers and watching some great shows, attendees were able to view the World’s fastest motorcycle, the BUB streamliner, and the J&P Cycles® streamliner, which set an AMA National speed record in 2006. Attendees enjoyed great food courtesy of J&P while the local AMVETS organization was also grilling an Iowa specialty, butterfly chops and the Anamosa Rotary Club sold ice cream treats.



The barrel race was one of the great events in the Free Motorcycle Rodeo.

There was a little bit of everything – from sunglasses to a Milwaukee Twins transmission to bid on. Attendees were also treated to awesome specials in the J&P Cycles® showroom and clearance area.

Overall the day was a huge success and J&P Cycles®

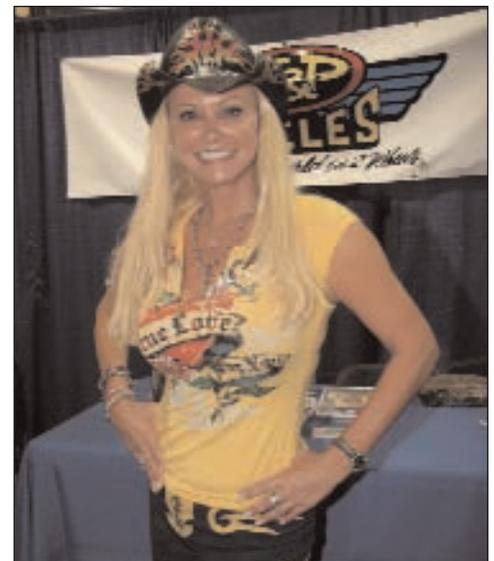


Shoppers had no problem looking for those perfect parts. J&P had a number of ways to accommodate their customers from the show to the semi.



John, Jill and Zach Parham of J&P Cycles® were thrilled with the turnout and the opportunity to meet and visit with the great J&P customers.

The annual silent auction for the National Motorcycle Museum raised \$4,000 from customers bidding on more than 60 great items.

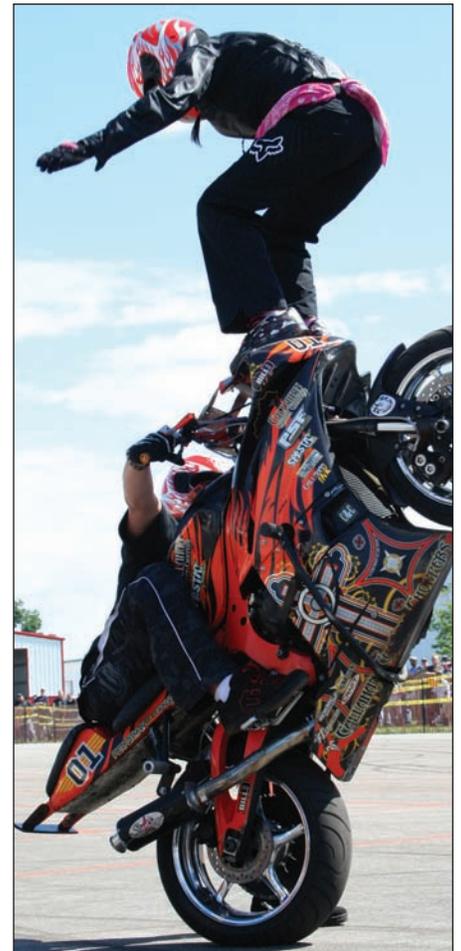


The beautiful Michele Smith from SPEED’s American Thunder met attendees, signed autographs and posed for photos.

would like to thank everyone who participated in this year's event. From employees to suppliers to all the attendees, THANK YOU!!

Make plans now to attend the 30th Annual J&P Cycles® Open House on June 27, 2009. Next year's event is going to be bigger and better, yet. You won't want to miss it!

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 online, J&P Cycles® delivers the best customer service in the industry. Order toll-free in the U.S. and Canada at 800-397-4844 or online at WWW.JPCYCLES.COM.



The Extreme Team Stunt Show was a crowd pleaser!



The entrance to J&P Cycles® was a spectacular sight on Saturday. Motorcycles were lined up on Highway 151 as far as the eye could see.



Left: The J&P Cycles® semi was on hand for shoppers as was the semis from Fat Baggers, Inc., Kuryakyn, Drag Specialties, Parts Unlimited, J&M, Biker's Choice and SuperTrapp.



Free food, soda and water was enjoyed by attendees, courtesy of J&P.



The J&P Cycles® warehouse was a shoppers paradise. Those hunting for great deals found tons of them in the clearance section!

