

# BIG BIKE PARTS®

## NEW PRODUCT RELEASE

### Big Bike Parts® Excitement!



**Rice Lake, WI** – Big Bike Parts® is sizzling with over 50 new products introduced since their 2015 catalog release. With even more new products developed each week be sure to visit [www.bigbikeparts.com](http://www.bigbikeparts.com) for the latest information as new products are introduced. Their universal SmartMount™ Receiver has been widely accepted, allowing the use of their Gadget Bar and Smart Phone, GPS and Beverage Holders. The Can-Am Spyder has seen an unprecedented amount of new product, including additional lighting with their LED Trunk Light and LED Rear and LED Side Fender Lights. Their Hopnel™ branded sewn products are running over time keeping up with demand for new Trunk Liners for the Harley FLH and Victory Cross Country, as well as popular items such as Concealed Carry Motorcycle accessories and updated Windshield Pouches. The Goldwing rider has received a new Chrome Lower Cowl and an LED Fog Light Kit to fit the rectangular styling of the 2012 and later model GL1800.

Big Bike Parts® in cooperation with its dealers has been coordinating a 90-day marketing forecast to ensure new and promoted product is in stock for the consumer. This allows dealers to stock the right products, build the right advertising and build consumer trust and loyalty by having the products that are new and fresh in the marketplace in stock and on their shelves. As dealers stock more new product for consumers, Big Bike Parts® is noticing resurgence of riding to the local motorcycle accessory stores to see, touch and buy the latest accessories for their rides. Ride Safe, Ride for Fun with Big Bike Parts®.



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