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FOR IMMEDIATE RELEASE  
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## **Legendary Saddlebag Maker Moves into Cruiser Chrome**

### **Willie & Max Introduces ShowStopper™ Series Chrome Accessories**

#### **Collection of Accessories Work Together, A Great Look for Your Ride at an Affordable Price**

MANITOWOC, Wis. – The new ShowStopper™ Series of Chrome Motorcycle Accessories from Willie & Max features an array of exciting new choices for riders to accent their bikes and reflect their personal style.

The mirror-finish chrome accessories include fork cap covers; handlebar clamps; stem nut covers; master cylinder covers; swing arm pivot covers; clutch, timing and engine covers; license plate holders; front and rear caliper covers; front axle covers; countershaft covers and rear brake reservoir covers. Visit [www.willieandmax.com](http://www.willieandmax.com) to view all of the accessories available for popular cruisers.

“We designed the ShowStopper™ Series with the mid-range cruiser market in mind to give riders a new product line to dress up their bikes,” said Angela Lettenberger, marketing manager for Willie & Max. “What is unique is that the entire collection was created to work together. All of the accessories have a stylish contemporary look with consistent design elements throughout.”

The new accessories also complement existing stock parts on motorcycles, Lettenberger added.

The ShowStopper™ Series features both universal and model specific chrome accessories for popular cruisers.

The ShowStopper™ accessories are being offered at price points that will be very attractive to powersports consumers, especially at a time when budgets are tight, Lettenberger said. Until now, accessory options for the mid-range cruiser market have been limited, leaving many riders to settle for random parts that are hard to find or difficult to match.

All of the accessories offer quick and easy installation. The ShowStopper™ Series Chrome Accessories are precision engineered and tested to standards developed by Willie & Max that meet or exceed any chrome standard in the industry. The accessories are sold separately. Retail prices range from \$21.99 to \$62.99.

Lettenberger noted there are many more accessories in the pipeline. “We have dozens of parts in development for launch later in 2009, and that many parts are planned to follow in subsequent model years. The ShowStopper™ Series will be a constantly updated, comprehensive product line for metric bikes, offering a level of quality and coordinated style that isn’t currently available in the marketplace,” she said.

For more information on these products visit [www.willieandmax.com](http://www.willieandmax.com) or call 847-356-7763.