



## **Biker Pros Wins Roadmax Transmission Contract with Biker's Choice**

*New Business start up, Biker Pros, wins Harley-Davidson replacement transmission contract with Biker's Choice*

Southlake, TX ([PRWEB](#)) January 3, 2005 -- Biker Pros, the supplier of Roadmax transmissions for the Harley-Davidson (HDI) aftermarket, has completed negotiations with Biker's Choice to become their primary transmission supplier.

Walter Clark, Vice President of Biker's Choice, said, "Biker's Choice is on the lookout for high-value high-quality products. Roadmax provides value to the dealer through healthy gross margins, and to the end user with a quality product that is competitively priced."

Roadmax transmissions are designed for OEM replacement, kit bikes, as well as high-performance and wide-tire applications. Roadmax transmissions are thoroughly tested and have passed a rigorous pre-delivery inspection.

"A significant share of the custom bike market wants and needs bigger engines, more horsepower, bigger tires and right-side transmissions," stated Bob Kay, President, Biker Pros. "Roadmax is the biker's choice for these high-performance custom motorcycles and show quality choppers."

"We conducted our due diligence in evaluating the product line," explained Clark. "The performance, quality, fit and finish is exceptional. So much so that we replaced our own proprietary transmission with the Roadmax. All of our kit bikes come equipped with Roadmax."

Biker's Choice is one of the world's leading distributors and marketers of name-brand parts, accessories and apparel for the American motorcycle aftermarket. Biker's Choice is run by dedicated, life-long bikers who understand the American motorcyclist.

"We are delighted to have Biker's Choice on our team," said Kay. "They provide high quality products and deliver after-the-sale service that dealers need and deserve. The crew at Biker Pros is looking forward to working alongside them to build a winning team."

Biker Pros is serving the American motorcycle builder with a range of high-value products and services that assist builders in improving motorcycle performance by providing high quality parts, troubleshooting powersports operations and building and marketing exclusive products by builders for the v-twin marketplace.

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