



## Motorcycling ".coms" Ride Along With Motorcycle Market's Upswing

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RideGear.com Celebrates Vendor Alliances and New U.S. Product Distribution Centers with GearBucks Incentives

Los Gatos, Ca., June 2000-With the implementation of five new regional fulfillment centers, RideGear.com offers timely, leading-edge national delivery coupled with the selection, service, and established brand names expected by today's savvy motorcycling enthusiasts. With the ease of a few points and clicks, the world of quality riding accessories comes to the doorsteps of America's powersports consumers.

New Suppliers join with RideGear

Experience counts when maximizing the riding experience. That's why we've signed on some of the most qualified players in the powersports industry, representing decades of success in the motorcycle accessories business. The participation of these well-established companies ensures that RideGear members have access to top quality, top value riding accessories, and we will continue development of these winning alliances.

Riders Rewarded with GearBucks

In addition to greater selection and expedited delivery, a strong incentive will draw value conscious consumers to RideGear's newly expanded offerings. Each on-line purchase generates a 5% credit into the shopper's GearBucks Account, available for use the next time they're shopping for quality riding gear! Superior selection compared to traditional shopping, plus at-home convenience and the potential for savings during each visit gives RideGear Members the best of both worlds.

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Combining Selection with Information Providing shoppers with knowledge to make informed purchasing decisions is a vital component of the RideGear experience. We are expanding content to include sneak previews of products "in the pipeline", and informative user reviews of current items by experienced riders. You'll go with us as we evaluate riding gear on the streets and trails of the real world, helping motorcyclists make their first choice the right one. Our periodic e-mail newsletter will alert RideGear members of up-to-the-minute product news and reports as they come available, so no one need wait or guess when to log on for the latest stuff on the latest products.

AllRides. AllGear, RideGear.

[www.ridegear.com](http://www.ridegear.com)

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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).