



## **New Motorcycle Sales Continue Climbing Creating Demands For Custom-Made Bikes *“Made In America”* Says Wicked Choppers -Myrtle Beach Manufacturer Picks MAYO Communications To Announce New Choppers**

*Myrtle Beach custom bike manufacturer hires Los Angeles publicity firm MAYO Communications to handle new product launches, media relations, events and shows*

([PRWEB](#)) May 9, 2005 -- *“The market explosion and American capitalization of motorcycles have grown larger than the automotive giant General Motors,”* said Aida Mayo, president, MAYO Communications in announcing the addition of Wicked Choppers of Myrtle Beach, SC to its client roster. *“We’re excited to represent a leading custom-made motorcycle manufacturer, where each motorcycle is custom-built and designed in America.”*

The Motorcycle Industry Council, a California-based nonprofit trade association, said 2004 motorcycles sales in the United States topped one million units for the first time in 20 years. *“This is great news considering leading motorcycle companies were struggling two decades ago,”* said Chris Shoemaker, CEO of Wicked Choppers, which builds and sells one of a kind handcrafted, exquisitely customized high-end motorcycles in Myrtle Beach, SC.

*“More and more Americans are riding custom motorcycles than ever. The popularity of owning and showing your custom chopper grows exponentially each year. To own what no one else has is what drives this industry,”* said Shoemaker, who has designed and supervised each custom motorcycle order for the past five years and who has witnessed the market climb.

*“The trend has led to the rebirth of the classic American cycle builder and has created the demand for a host of imitators out to grab a share of the market for full-throated, big-tired cruising bikes. That’s why we make custom bikes, so our customers have the real McCoy.”*

To see recent and current projects from Wicked Choppers, visit them online. Go to Google and type in Wicked Choppers.

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