



30 Years Leading the Way!

Big Bike Parts celebrates 30 years of business in 2011. Originating as a basement business in 1981, Big Bike Parts offered electrical components such as starters, contacts and taillights mostly for Harley-Davidson motorcycles. By 1984, it had grown to focus on Goldwing Accessories for the rapidly growing touring market. Expansion into accessories for Honda cruisers, including the Magna and Shadow models, became the next order of business. Big Bike Parts established their Show Chrome Accessories trademark in 1985 to identify its line of quality chrome accessories.

At about the same time, Big Bike Parts consolidated its operations and multiple warehouses to a single location in Rice Lake, Wisconsin. Growth continued to put more demand on the company and their current facility was built in Rice Lake, in 1987. With the introduction of the GL1500 Goldwing in 1988, Big Bike Parts and the Show Chrome Accessories brand were well established and Big Bike Parts started taking a stronger role in its sales by increasing its in house direct sales effort to grow its market.

In 1993, UltraGard Bike Covers was established in response to consumer desires for color choices and quality fitments. With Honda's introduction of the VT1100 Shadow American Classic Edition and Valkyrie in 1997, Big Bike Parts reintroduced itself into the Honda Cruiser Markets. Consumers requested Big Bike Parts offer more soft goods and in 1997 they acquired the Hopnel product line to compliment its fast growing cruiser and Goldwing Accessories. Hopnel is known as a leader in design of on-bike storage pouches and pockets; creating Highway Bar Pac-A-Derms, Saddlebag Liners and Coolers, Tank Dividers, and Tank Map Pouches. With Yamaha's update of the Venture in 1999, the Show Chrome Accessories brand was once again expanded to dominate the Yamaha Cruiser Market which grew with the successful V-Star line. The constant update of Shadows and introduction of the VTX line and the latest GL1800 Goldwing by Honda solidified Show Chrome Accessories' reputation as the accessories leader.

Big Bike Parts has grown to include a dealer network on six continents and is dedicated to designing new touring and cruiser accessories to lead the market. Join them as they celebrate their 30th year of leading the way.



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