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BUILD IT AND THEY WILL COME?

MUSTANG SHOWS OFF SEAT OF DREAMS IN IOWA



June 27, 2013, Terryville, CT — Build it and they will come? Motorcycling's version of a "Field Of Dreams" rolls into the Iowa cornfields this weekend at the J&P Cycles Open House Rally. Mustang Motorcycle Products, LLC is using the Rally to reveal several new seats. . . and some other surprises. Rally goers are encouraged to stop by the big rig at J&P Cycles in Anamosa, Iowa, June 29-30 to hear what the whispers are all about.

"Mustang certainly has a lot to talk about this weekend," says Mustang's Product Manager Matt Kulman. "After more than 30 years of making the world's most comfortable motorcycle seats, we have broadened our focus. Last year we introduced our distressed brown seats to go along with the basic black. This year we rolled out Tuck and Roll and Diamond Stitch options as well as updating our Gold Wing offerings and adding a host of new models for Victory."

Mustang also rolled out a new logo and semi truck at Daytona to kick off the year, but the biggest news is still to come. "We are proud of the fact Mustang seats are still handcrafted in our historic facility in Three Rivers, Massachusetts, but we also see it is time expand into new markets." What about the new markets? Matt says you will have to stop by the big rig in Anamosa this weekend for that info.

Even if you can't ride to Iowa for J&P Cycles Open House Rally, you can still check out Mustang's entire range of new products, including a full line of luggage. Also be sure to Like Mustang on Facebook at www.facebook.com/MustangSeats in order to get a sneak peek at some of the dreams that are still coming.

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ABOUT MUSTANG: Clean. Class. Comfort. Mustang has been making superior seats and related motorcycle accessories since 1980. We are proud of handcrafting the most comfortable seats in the world in our state-of-the-art facility in Three Rivers, Massachusetts. With an unwavering focus on quality and customer satisfaction, Mustang has grown to be the leader in the design and construction of aftermarket motorcycle seats. No one is more dedicated to building a more stylish, functional and comfortable seat for both riders and passengers than Mustang because — "It's all about the Ride."

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