



*Performance Parts For
Harley-Davidson Motorcycles*

February 2, 2009

An open letter to the V-Twin Industry --

2008 has been a tough year for the motorcycle industry. Good American companies have shut their doors. Many manufacturers, distributors and dealers have experienced substantial losses in sales.

Times have been tough at JIMS as well. We've implemented downsizing, diversification and cutbacks. There may not be as many JIMS ads in the magazines, or you might not see the JIMS trailer at all the shows.

Although these decisions are difficult ones, one thing assured, we will stay focused on weathering the storm. Since 1967 Our goals remain the same, to develop and manufacture quality precision products for use on Harley-Davidson motorcycles.

The JIMS family is focused on continuing to develop new and exciting products. We maintain constant improvement in our manufacturing process & strive to improve existing products. The JIMS family has one common thread; "A passion for riding motorcycles and the motorcycle industry". This is the foundation of JIMS.

I think by now, we are all starting to understand how our choices and actions affect our national economy. We need to support each other in order for this industry to continue to survive and thrive.

If we continue to make decisions solely made on price (Import & Copycat's), then the innovative American Manufacturer will cease to exist. More jobs are lost. The cycle continues to decline.

Although "Buying American" may not be the sole key to fixing our economy -- I can assure you it's a great start. In making buying decisions, I ask that you buy JIMS. If not, than I ask that you "BUY AMERICAN!"

Sincerely,

Jim Thiessen
President

JIMS®

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