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Joe Parr, a 25-year industry veteran known for his long career with Western Power Sports, has launched Directline USA, a wholesale distributorship of motorcycle luggage and accessories.

“Being an avid motorcycle enthusiast, my passion for developing new products to improve the riding experience is unrelenting,” Parr said. “I’m very excited about Directline USA and the future of these new brands. Directline USA is committed to



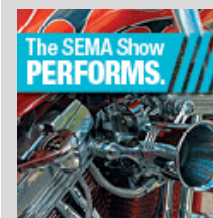
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exceeding both consumer and dealer expectations, offering the highest quality products at the right price.”

Directline distributes two proprietary brands: Cycle Case and MotoStance. The Cycle Case brand offers motorcycle luggage, including an industry-first hi-vis color option for the entire luggage range. The complete line of soft luggage includes three GPS-ready tank bags, a tail bag, saddlebag and backpack. Each piece is available in either black or hi-vis and comes with a five-year warranty.

MotoStance offers premium hardware products at an entry-level price, including front and rear swingarm stands, wheel chocks, swingarm spool sliders and a motocross stand. All stands come with a one-year warranty.

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