

## **Demon's Cycle Improves its Customer Service Policy and Expands its Product Line**

*Florida based custom motorcycle specialist has made two announcements: Better customer support and a greater product range to meet the increasing demand of enthusiast and professional custom motorcycle builders.*

December 2, 2010 (FPRC) -- Demon's Cycle Inc., an international custom motorcycle builder and custom motorcycle parts supplier from Florida, is pleased to announce two major improvements to its business. First Demon's Cycle has improved its customer service policy and secondly the custom motorcycle specialist is expanding its product line.

As part of its customer service improvement, Demon's Cycle Inc. is introducing a new customer service complaint process. As part of the new program management will participate directly in the complaints process. Any customer who doesn't find the normal customer complaints process satisfactory will be given access directly to Demon's Cycle management.

"Our customers are our top priority. We are re-dedicating ourselves to customer service. If a customer cannot resolve his problem through the normal channels, than someone in management will participate" said Jeff Swersky, the CFO of Demon's Cycle. "We are quite serious about maximizing our customer experience at Demon's Cycle."

Taking advantage of its new premises, which offers more warehouse space, Demon's Cycle is expanding its product line to add to the core motorcycle parts it currently carries.

"I have been here at Demon's for 17 years, at first we only sold custom frames and other select parts. But we have grown so much over the years" said Harry Bernard, a customer service representative. "This expanded product line will now provide complementary products allowing custom motorcycle enthusiasts and professionals to buy a wider range of quality parts at the best possible prices."

Demon's Cycle recently moved into a new 17000 square feet premise which houses there offices, showroom and warehouse. The recent move, the new customer service policy and the expanded product range demonstrates Demon's Cycle's drive to become one of the world's best custom motorcycle manufacturers and part suppliers.

### About Demon's Cycle

Based in Pompano Beach, South Florida, Demon's Cycle was started more than seventeen years ago by Tom Steinbacher and has a reputation as a pioneer of radical motorcycle designs, euro style bikes and custom chopper concepts. Demon's Cycle is an international custom motorcycle wholesale company. As well as building custom motorcycles and selling rolling chassis, Demon's Cycle specialize in the sale of custom parts for Harley Davidson motorcycles. They offer a wide range of parts including frames and motors.

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