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## **Willie & Max Launches Black Label™ Series Motorcycle Seats for Popular Cruisers**

### **Cutting Edge Design Offers Maximum Comfort and Style**

MANITOWOC, Wis. – Tired of being sore and achy after a great day of touring? Time to check out the new Black Label™ Series Motorcycle Seats from Willie & Max designed with your comfort in mind.

“It’s hard to enjoy your ride if your seat isn’t comfortable,” says Angela Lettenberger, marketing manager for Willie & Max. “So we designed our Black Label Series to offer riders maximum comfort at a reasonable price.”

The initial Black Label Series offering features two-up touring, solo and pillion motorcycle seats for Honda®, Kawasaki® and Suzuki® models, with more styles coming soon. Riders can get more information on the Black Label Series seats at [www.willieandmax.com](http://www.willieandmax.com), or call 847-356-7763 for dealer information.

The Black Label Series seats were developed and “ride tested” to exceed the industry’s highest performance standards. The seats are made with quality materials, including UV-resistant automotive grade synthetic leather with top-stitched reinforced seams. Rider “dialed-in” polyurethane foam provides a sturdy but cushioned feel. Light weight and durable, the seats are easily installed. The Black Label seats are made with an OE style thermoformed seat base, and in many cases the factory seat brackets are used for a secure fit to the bike. When needed, included mounting brackets are powder coated for durability.

Willie & Max took the utmost care to create a seat style that flows and complements the bike for a smooth, custom look. Riders can add Willie & Max saddlebags, tank panels, or other accessories for a coordinated contemporary look.

The Black Label line brings new seat choices to riders for popular cruisers in a marketplace where products are limited for the models Willie & Max is initially targeting, Lettenberger said.

Manufacturers Suggested Retail Price (MSRP) ranges from \$159.99 for pillion seats to \$389.99 for two-up touring seats. Tank panels are available from \$62.99. A one-year warranty is included.

Willie & Max is a leading manufacturer of premium motorcycle luggage and cruiser accessories. In addition to the Black Label™ Series Motorcycle Seats, 2009 new product launches include ShowStopper™ Series Chrome Accessories for popular cruisers. For more information visit [www.willieandmax.com](http://www.willieandmax.com) or call 847-356-7763 for a dealer near you.