



Susan Curley

MotorcycleHelmetsandJackets.com, LLC

Success Magazine: Susan, MotorcycleHelmetsandJackets.com is an online retailer with an incredible selection of helmets and jackets. What other products do you sell?

Susan Curley: We sell all of the essentials and desirables for riders of snowmobiles, motorcycles, dirt bikes and ATV/UTV's, as well as the vehicles themselves. More specifically, we have apparel and protective gear from helmets to boots and all stops in between. We also offer a full spectrum of parts from Parts Unlimited and Tucker Rocky inclusive of Drag Specialties and Bikers' Choice. In addition, I have recently become a dealer of OEM parts through M&M Cycle. Therefore, the sky is the limit for the riders and their interests in fixing up their vehicles of choice.

SM: Do you have a physical location in addition to your online shop?

SC: Yes, last month was the grand opening of our first retail location on Route 50 just north of Ballston Spa. The address is 2100 Doubleday Ave, in Carousel Village shopping plaza, just down from Ralph's Sports and The Great Indoors Golf Center.

SM: What are some of your most popular lines or items?

SC: Most popular is a very difficult thing to define in what is a seemingly endless demographic to satisfy. Helmets for all terrain choices and all types of riders have

been the biggest selling item overall in the past. However, much to my surprise and delight, the portion of my business that deals in parts for the vehicles continues to grow on a regular basis. I really enjoy the opportunity to learn which the addition of the parts department has offered me. This new world fascinates me and was made possible only when I opened the retail location.

Some of the top-notch and time proven apparel and gear product lines that we offer online and in-store are Icon, Alpinestars, Arctiva, Castle, Bell Helmets, AFX Helmets, Thor MX, Moose Racing, Oneal, and River Road Leathers.

SM: What has been your secret to success with MotorcycleHelmetsandJackets.com?

SC: My secret is no secret. I understand



the lack of easy in this adventure and readily accept that it will be a lot of hard work for some time. I am ready, willing, and able to do what it takes to lift my business to the next levels as they come along. I have invested every spare moment and unexpended energy into the birth of the business, and will continue to give my all to the growth of MotorcycleHelmetsandJackets.com. My family and friends are second to none, a blessing and the ultimate support system. With all of that in combination, I hope for success in my business but have already achieved success in my life. A sincere "Thank you" to all of the wonderful people in my life! But not for all of you, I would not be where I am today!

MOTORCYCLE

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