

Ride1 to Offer Discount Motocross Gear Exclusively Online

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Florence, AL ? Discount motocross gear retailer, Ride1, has announced plans to close the doors of its Alabama retail warehouse, while opening the doors to an online expansion. Soon, all sales of the company?s motocross products will be conducted exclusively online, and expanded, to allow for quick shipping to all 48 contiguous states. Ride1 is not disappearing, but rather expanding its brand further than ever before.

The announcement comes at a time when motocross and other niche sports have increased in popularity across America. With a high-volume inventory of discount motocross gear, casual wear, parts, skateboards, and more, Ride1 has been looking to focus all sales to their online digital store at Ride1.com. The company hopes to become the prime online retailer for all things motocross.

Closing the Florence, Alabama warehouse, long considered the company?s main location, allows Ride1 to provide its varied products and services to an untapped pool of sports enthusiasts across the nation. After the transition, the company expects to situate its products to ensure that everyone can get the gear they need quickly and efficiently.

Offering customers the ability to sort through and select the exact motocross gear they?ve been looking for, Ride1?s digital store boasts a friendly user interface. The website provides quick navigation to shop all products by category. A secure shopping cart function allows users to note how much they have in their cart, while continuing to peruse through the wide range of items. Links are posted to the company?s social media channels, which often give additional tips and promotions. Contact information is easy to spot for the company; enthusiasts can even subscribe through the website to the Ride1 newsletter for further updates.

The company expects that an increased online presence will drive increased sales and name recognition. Ride1 anticipates that the transition to a completely online business model will allow the company to focus efforts on upcoming sales, including big deals for Black Friday and Christmas. The website frequently runs promotions for customers across the nation, and consumers get the benefit of free shipping on orders over \$75, in addition to a free Ride1 t-shirt with every order.

By closing its retail warehouse, the company is ending an era and starting anew. Ride1 hopes that this new phase will only further motivate riders to gear up for the future.

About Ride1 Discount Moto-x Gear

Ride1 was created for the extreme sports enthusiast. The company aims to provide active riders with the best selection of motocross gear, casual clothing, and accessories. The team at Ride1 strives to deliver extreme performance to those who want it most. With an unmatched passion for motocross, the company's goal is to get riders all of the best gear and accessories, so they can get out there and win.

Contact

Louanne Chandler
1604 State Street
Florence, AL 35630
ride1web@gmail.com
800-239-6066
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