

RevZilla.com Unveils its 7th Annual Gear Guides for Best in Motorcycle Apparel, Parts & Accessories

Philadelphia, Mar 13, 2019 (IssueWire.com) - RevZilla.com, the world's leading eCommerce retailer of motorcycle apparel, parts, and accessories, has released the 2019 edition of their annual [Gear Guides](#). A staple of the spring riding season, the campaign serves as an omnichannel content experience that highlights must-have gear for motorcyclists and ignites rider enthusiasm by providing a curated, educational and aspirational glimpse into the top products for the coming year.

RevZilla's team of lifelong motorcyclists examine, ride in, and review more gear in a year than most motorcyclists will see in a lifetime. Through their experiences road-testing the latest protective gear from the best brands in the world, they are able to provide insights into not only the best-of-the-best but also the optimal selections for individuals across a variety of riding styles. The 2019 RevZilla Gear Guides provide a tailored viewing experience for anyone who makes their way on two wheels, from beginner riders to ardent and experienced adventurers, long-range touring motorcyclists, and everyone in between.

"Each year we strive to create a space that offers compelling, valuable content for every type of moto-enthusiast out there," said Matt Kull, co-founder of RevZilla and CEO of Comoto Holdings. "Nothing makes the team happier than sharing our product reviews and expertise through our annual Gear Guides."

Over a 5-week period, RevZilla will release the 12-part series (see full list below) of one-of-a-kind videos that meld striking visuals and expert commentary using a genuinely inclusive approach that continues to set them apart in the motorcycle industry. With more than 1.85 million organic views across last year's series alone, RevZilla's guides are the most watched annual online series for riders in search of the latest and greatest in motorcycle apparel. RevZilla provides their extensive fan base of over 620,000 YouTube subscribers and avid enthusiasts who come to their site daily, with a robust experience that simplifies the gear selection process and ignites a spark of excitement.

"The goal is to bring the audience into an expert conversation, on a wide variety of riding styles, so they can have an intimate experience with our hosts and walk away with a better understanding of what will most benefit their riding experience in the coming season," said Brett Walling, Director of Content and Media.

RevZilla's team prepares the Gear Guides campaign all year long through video production trials, product curation, audience insight reporting, and by testing gear on the roads, tracks, and trails of the world.

About RevZilla

RevZilla.com is the largest eCommerce retailer of motorcycle apparel, parts, and accessories in the world. The company is known for award-winning customer experience, proprietary technology, and extensive expert content on RevZillaTV, the company's YouTube channel. RevZilla is also known for its commitment to the "orange culture," ranking #1 on Philly.com's Top Workplaces and 5th on the *Fortune* Best Workplaces in Retail. Shop online or come visit us at the [store](#). [Driving directions](#).

About RevZilla Gear Guides Categories

Best Helmets released 2/20/19

Best Riding Jeans released 2/20/19

Best Bluetooth released 2/20/19

Best Motorcycle Tires released 2/27/19

Best V-Twin Gear released 2/27/19

Best Street and Cafe Gear released 3/6/19

Best Touring Gear released 3/6/19

Best ADV & Dual Sports Gear released 3/13/19

[Best Sport Gear](#) released 3/13/19

Best Beginner Gear coming 3/20/19

Best Dirt Gear coming 3/20/19

Best Women's Gear coming 3/20/19

About Comoto Holdings

Comoto Holdings is a platform dedicated to advancing the experience of motorcycle enthusiasts across North America. Comoto's brands, RevZilla and Cycle Gear, deliver premium and exclusive products, dedicated expertise, an enthusiast community, and customer support to moto consumers through best-in-class e-commerce and retail experience.

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