

this issue

- News from factory P.1
- Building a café racer P.2
- Dan Van Epps speaks P.3
- New logo P.4



News from Stuart Garner,
CEO of Norton Motorcycles
(UK) Ltd.

News from the October factory visit

What is new from Norton at Donington Park?

Peter Howes (President of Norton Motorcycles (Canada) Ltd.) has recently returned from a visit to the Norton Motorcycles factory in Donington Park, England with some updates .

Canadian certification process: The Canadian program for having Norton's approved for our market is dependent upon US 49 State EPA and CARB approval. Norton UK have opted to be classified as a "small manufacturer" in view of the low over all production capability. The remaining testing program is projected to be completed in the first quarter of 2012. This will allow Norton Canada to seek federal regulatory certification for spring delivery of the bikes.

Peter: Please pass along to all your team, dealers and Canadian Customers my utmost commitment to provide product to the Canadian market at our first opportunity. I have personally taken steerage of the homologation program (certification) and both myself and the hard working team I have here are committed to this goal.

Stuart Garner

Building a Café Racer

Getting ready for the Toronto Motorcycle Show

Café racer build: A yellow Café Racer was specifically constructed for Canadian Motorcycle Shows. To the right, Peter Howes is seen working with the build team on the construction of the bike, while below are pictured Jez Taylor and Mark Davis, who were the build team that assembled the café racer by hand. Shown in this picture with long mufflers, the bike will be displayed with the short mufflers that will be an available accessory.



Peter Howes working on the Café Racer to be displayed at the Toronto Motorcycle Show



Build sequence

Engine assembly at Norton UK has just been moved into the pre-assembly and warehouse area of the factory. The warehouse itself has been completely re-organized with input from the build teams themselves in order to ensure an efficient process for the selection and delivery of parts and sub-assemblies for the final build sequence. The warehouse design is very much “people driven”.

Getting your Norton!

The red Commando Sport, pictured to the right, has just undergone final testing on the track at Donington Park, as every new bike does before delivery. In the UK bikes are plated prior to delivery. This one will be leaving the factory shortly and will have about 8 km's on the odometer, as it's been given a run around the world famous grand prix circuit at Donington Park before delivery. Each bike requires sign-off by the assembly team and the tester before it leaves the factory.



Excerpts from an interview by Dealersnews.com with Dan Van Epps—CEO — Norton Motorcycles (USA)

How will the company work to help Norton dealers be profitable?

The key point is exclusive market areas. It seems clear to us that for any given brand, there are too many dealers carrying that same brand in any given market. We want every Norton dealer to have a market that is large enough.

With a strictly limited number of dealers, even though Norton production volumes are small, each dealer is going to realize sales on par of other European brands.

The day that the average Norton dealer has motorcycles stacked in his warehouse is the day that they'll have to replace me.

The optimum situation will be that a consumer may have to wait a couple of weeks for a bike to arrive. That's great news for everybody. It retains the value of the brand and of the model. We are hand-building motorcycles in our factory. We don't plan to crank up production based on an Excel spreadsheet and push them into the North American market, and then find a place for those to go, and when they don't go there promoting discounts and pushing them into dealer warehouses. That's not our program.

Our goal is to sell motorcycles as they're made. I think another component is the value of the bike. By keeping a truly British bike with a high level of quality, the bikes retain value," Van Epps says. "We are at the high end of the market. Our bikes start out at about \$16K and go up to about \$20K (USD). We don't have plans to build a bike simply at a price point. We build bikes and the price point is whatever comes out of it.



Accessory news

What's new for you and your bike

Pillion seat versions for Sport and Café Racer's in 2013.

Although there was a good deal of engineering and frame redesign work involved, Norton has developed a two seat (pillion) version of the Sport and Café Racer versions for 2013. Norton purchasers will be able to select their seating preference when ordering their new bikes.

Norton clothing.

Norton UK have finalized their line of English made clothing. Norton Motorcycles (Canada) Ltd. will be supplying the Canadian market through the dealer network across the country. Final details will be made in February 2012, with an early preview on display at the Toronto Motorcycles Show in December 2011. You can see the assortment of clothing on-line at

www.grandprixlegends.com

Chrome and Blackout packages to be available for 961 Commandos.

Norton customers will be able to have their book ordered bike customized with the options of a chrome or blackout package outfitted during production in 2012. Norton dealers will be able to provide pricing and more details in the future.

The photograph to the left shows a black and gold café racer with blacked out timing cover, rear sprocket cover and rocker covers along with triple clamps.



New logo

The original Norton logo has undergone a number of subtle changes since its inception in 1912/13, when James Lansdowne Norton and his daughter spent an afternoon in his office to emerge with the earliest version of the iconic logo which is so familiar to all of us now.

Most of the logo adjustments have centered around company ownership changes, (except for that blasted green dot, ugggh!) Current CEO and owner Stuart Garner has commissioned a new version of the logo reflective of the original, that adorns the new tanks in the photo. This is the first group of tanks bearing this new logo.

Carl Cox has personalized Norton Commando 961 Sport.

This custom British racing green Commando was one of the new bikes awaiting delivery from the factory in Donington Park during our recent visit.

Norton Motorcycles (UK) will eventually offer custom colours and personalized designs for Canadian customers. This particular bike was custom made for the well know UK radio DJ Carl Cox



Norton Motorcycles (Canada) Ltd.

125B Harry Walker Blvd. N.
Newmarket, On. L3Y 7B3

298 221 3859 ph
info@nortoncanada.ca e-mail

www.nortoncanada.ca