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Norton & Co revs up with Norton Motorcycles

Norton & Co, PR and marketing communications agency, has been appointed by Norton Motorcycles to handle all the marketing and licensing for its return to the UK and its new range of motorcycles with its first model, the 961 Commando, due to go on sale later this summer.

Norton Motorcycles, established in 1904, has returned to the UK after 15 years under American ownership in a multi-million pound deal. Its new base, at Donington Park, is at the heart of motor racing, where a 15,000 sq ft facility will house the new manufacturing plant.

Stuart Garner, chief executive at Norton Motorcycles says: "We wanted a PR and marketing agency who could literally hit the ground running with knowledge of a broad spectrum of communications skills and who could secure a high profile for us from day one, both nationally and regionally. Norton & Co has already delivered impressive results of nearly three quarters of a million pounds worth of coverage in just two months resulting in a £6million order book and we look forward to working with them as we face a very busy and challenging year."

Tony Norton, chairman at Norton & Co says: "It's not often that such an iconic brand becomes available to an agency like ourselves and we are thrilled to be involved at such an exciting time in the history of Norton Motorcycles and we look forward to helping the brand achieve its goals and to continue to build and maintain its profile over the vital first 12 months of trading."

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Editor's notes:

Norton & Co is a full service agency based in Moreton-in-Marsh in Gloucestershire and was established in 1991.

Norton Motorcycles is based at Donington Park, North West Leicestershire.

For further information contact:

Tony Norton / Jeannette Heard

Norton Motorcycles Press Office, Norton & Co

Tel: 01608 812830

Email: tony@nortonandco.com; jeannette@nortonandco.com