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MEDIA RELEASE

## Newman International Launches Iconic Norton Program in Australia and New Zealand

Norton Global Brands has appointed Newman International to plan and implement the Norton Motorcycles licensing programme in Australia and New Zealand.

Norton Motorcycles intend to develop a strong presence on the track, on the road and in store during 2009.

As well as creating a new 'state of the art' road bike the Norton brands will see a vigorous licensing programme that will safeguard and develop licensing of all kinds from spare parts to clothing. Commenting on the programme Tony Norton, head of Norton Global Brands said 'We see fabulous potential across the World and our recent launch in Las Vegas of the US programme has confirmed the immense interest in the Norton brands'.

Norton Global Brands recently announced the first deals signed for the UK and European program, launching the brand in the High Street fashion market.

Norton and Newman International Group are excited to announce a partnership to launch the Norton licensing program in Australia and New Zealand later this year. Under the program, licensees will have access to over 100 years of heritage and imagery.

Newman International Group Managing Director, Julie Hartigan said "Initial positioning will be mid to high end fashion products that will generate PR, prestige and consumer demand". Hartigan stresses that all licensees will be best-in-class and all products will adhere to stringent design and quality requirements. "Heritage and excellence is at the heart of this brand and will be reflected in all of the Norton Merchandise released"

Phase 1 of the launch will include apparel and accessories. Phase 2 will see the launch of protective gear including helmets and footwear and expand into other categories to include jewelry.

MD, Hartigan said the company was proud to add the Norton brand to its stable of iconic brands and looked forward to establishing Norton in Australia and New Zealand as a leading fashion and lifestyle statement

'This is the beginning of a new and exciting era in a brand that was started over 100 years ago by James Lansdowne Norton. It has sustained ups and downs over the years but still stands for performance and excellence.

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