



January 2009

## **Norton Global Brands revs up with Norton Motorcycles**

Norton Global Brands, licensing specialists, has been appointed by Norton Motorcycles to oversee all of its UK and global licensing commitments for the next five years.

The first two contracts brokered by Norton Global Brands are in the fashion market and they reflect the ethos and feel of the motorcycle brand, These deals alone will deliver £20 million of retail sales across Europe's High Street during the term of the contracts.

Norton Motorcycles returned to the UK in October after 15 years under American ownership in a multi-million pound deal. Stuart Garner, Chief Executive at Norton Motorcycles says: "It was crucial for us to find a specialist in the licensing arena to review and bring in to line all the licensing agreements which are currently in existence, and to explore any new brand enhancing associations going forwards. We needed a company that understood not only the brand but our vision for the future".

"As a motorcycle brand the potential for licensed products is huge and the last thing we want to see is our brand name exploited outside of our strict guidelines. Heritage and excellence is at the heart of the brand and we need to make sure this is reflected across all Norton associated products."

Tony Norton, chairman at Norton Global Brands says: "We are thrilled to be involved at such an exciting time in the history of Norton Motorcycles. We want to establish a range of Norton merchandise and are currently looking at several targeted areas to sit with the Norton brand. Since the news of Norton's return to the UK there has been huge interest in licensing the brand from many different sectors. We will be working hard to make sure all new agreements compliment the brand in terms of quality and value and truly live up to the brand philosophy. There are also a number of agreements that need reviewing and we will be clamping down on any unofficial merchandise which might be in circulation."

“It’s not often these days that a property with the heritage and pedigree of Norton becomes available and here we have a clean sheet of paper with global rights, it’s a fantastic opportunity for licensees”, added Tony Norton

To head up this new division of Norton Marketing Communication Karen Addison will be working as Licensing Director of Norton Global Brands and any licensing enquiries can be forwarded to her at [karen@nortonglobalbrands.com](mailto:karen@nortonglobalbrands.com) .

As part of our development plan we will be looking for more properties to work on especially ones that sit neatly alongside a brand such as Norton Motorcycles but given our group expertise in licensing and marketing to children and parents we want to work with properties that are looking for that ‘added value’ that only we can bring to the property. It’s our aim to develop a small but strong team of licensing and marketing experts that can advise property owners and licensees alike on how to develop their business in these difficult trading times.

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**Editor’s notes:**

Norton Global Brands licensing specialist is a division of marketing communications agency Norton & Company based in Moreton-in-Marsh in Gloucestershire.

Norton Motorcycles is based at Donington Park – the heart of motor racing - North West Leicestershire.

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