

BRITISH dealernews

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Key business information for the UK motorcycle and scooter industry • April 2009



BRANDING EXERCISE

Chinese Motorcycle Dealers introduces segmented brands to its network, backed up with an online warranty service, and Chinese Motorcycle Parts Online which offers spares for most of the Chinese brands in the UK - see page 12



PLOUGHING IT BACK

The ACU isn't known for its rapid decision making but chairman Jim Parker seems determined to move things on by creating ACU Events as a rapid response unit to deal with the commercial aspects of bike sport - see page 26

STOPPRESS

The Jinan Qinqi Motorcycle Co Ltd has informed BDN that Sinnis International UK has been appointed the sole distributor for the full range of the company's products and in future they will be marketed under the Sinnis brand. It has taken this step to end any confusion that may exist in the UK marketplace and to cement a high quality marketing structure along with excellent customer care for all its products.



DARK HORSE: Chris Sutton, the current managing director of Black Horse, has been appointed to head up the combined Black Horse and Bank of Scotland Dealer Finance operations, which are part of the new Lloyds Banking Group. Sutton will now lead the Motor, Motorcycle, Leisure, Fleet and Marine businesses, which form the core of the two organisations. 'I am delighted to have been given the opportunity to lead the combined business and am eager to get to work on integrating two great organisations,' says Sutton. 'I believe that by bringing together the UK's two leading POS finance businesses we can capitalise on the strengths of both to provide dealers and manufacturers with the support they need during these difficult times. There will, of course, be some changes but I can assure our dealers that we will continue to demonstrate our commitment to the industry and to support them.'

Kawasaki goes Select

Consumer-facing schemes for pre-owned vehicle have been around for years. But the UK motorcycle market has yet to embrace fully any manufacturer-supported schemes, according to Kawasaki, who have decided to get the ball rolling.

Richard Metcalfe, technical service manager for Kawasaki and one of the developers of the new scheme, outlines its essential points. 'As a manufacturer, we realised that many of our dealers perennially held stocks of low-mileage, well cared for machines, but had no way of marketing them under a single identifiable umbrella.

'Our new Select used-and-approved scheme offers Kawasaki-franchised dealers a bespoke administrative and vehicle warranty package that adds considerable value for them and their customers. For the first time buyers can now purchase a pre-owned Kawasaki with a UK-wide standard of pre-sale inspection, combined with a comprehensive manufacturer-backed extended warranty and not some third party insurance based product.'

Metcalfe explains that the 41-point check covers a thorough mechanical and cosmetic inspection of each pre-owned vehicle. This is the first step in a process that will see machines promoted via dealers, the industry-leading *Autotrader* magazine and website, plus Kawasaki's own website.

'Many of our dealers already have a contract with the Trader Group. They will pay nothing extra to use the template tool, while the others will pay a fee to load and promote their Select offering,' explains Metcalfe.



'Using a secure template they can load machine information plus pictures and administer their offering on a daily basis. *Autotrader* magazine will carry prominent Select branding, while the website will feature unique tabs and pop ups focusing on the features and benefits of the scheme.'

'Machines can be viewed via a menu searchable by type, location, mileage etc and the entries will also have a hotlink dealer call-back facility for each bike, further enhancing the sales process. Select will only offer machines that have a full franchised dealer service history, that have no hidden problems such as outstanding finance, and that have not been recorded as insurance write-offs or reported as stolen.'

'At the time of purchase buyers are given a paper copy of the inspection report and their extended Kawasaki manufacturer warranty is activated.

We feel this will give customers even greater peace of mind and provide an important point of difference over other pre-owned stock in the showroom or on the Internet.'

With all machines less than five years old, and guaranteed to have covered under 31,000 miles, Kawasaki hopes the Select used-and-approved scheme will make financial sense for dealers who already promote their stock via the *Autotrader* website and magazine.

'We've funded the entire development cost, as well as subsidising the cost to dealers of the Kawasaki Warranty Plus package,' asserts Metcalfe. 'We feel that the benefits of this widely-promoted, national franchised dealer scheme make sound business sense for Kawasaki retailers in these challenging economic times.'

The Select scheme will be launched following regional dealer seminars and training sessions during April.

FREE! From MCN?

Product news



Single-sided solution

Norman Hyde is offering a pannier frame kit for the Triumph Scrambler. The high-mounted exhaust on the right side precludes the use of ordinary 'soft' saddlebags. The pannier frame attaches to the left side of the bike. The system has been produced in conjunction with Givi UK and the powder-coated, steel tube frame picks up on existing mounting points. Givi hard cases, either 21- or 36-litres, can be mounted using the Givi Monokey system. The frame is supplied with all necessary fasteners. Frame kit SRP is £79.35, 21-litre Givi case is £60.38, 36-litre is £120.75.

Norman Hyde, tel 01926 497375; www.normanhyde.co.uk



Veneration of a generation

It's back to the eighties with Duke Video's latest clutch of DVDs, cherry-picking some of the landmark events from that decade. First up is the Belgian Grand Prix of 1985. An action-packed race which Freddy Spencer dominated but there were close battles further down the field. The footage includes interviews and on-board camera action with Randy Mamola. Next is the 1986 West German Grand Prix, won by Eddie Lawson, but featuring Wayne Gardner among many other aces. The 250 and sidecar races are also featured and the commentary is by the informed and informative Chris Carter. The 1988 French Grand Prix was another race-long epic dice, eventually won by Eddie Lawson. There is also coverage of a spectacular 250 race and a brief look at the 125 class. Last, but not least, is the first Australian Grand Prix, which was held at Phillip Island in 1989 with Wayne Gardner determined to win his home event. The DVD also has coverage of the 125 and 250 rounds. SRP is £7.82 for each DVD.

Duke Video; tel 01624 640000; mail@dukevideo.com; www.dukevideo.com

Training aids

Kawasaki has announced a protective kit for the ER-6n. Aimed at training facilities, it is designed to reduce damage to vulnerable components and keep machines roadworthy. The kit comprises of a fork-mounted headlamp surround, frame-mounted engine guards and guards for the rear section and lights in place of the standard passenger grab rails. Trade price for the kit is £218.67. Kawasaki Motors UK; tel 01629 856600



Banks ranks

The Banks jacket is offered in two styles, cut for comfort for men or ladies. The Gore-Tex makes the jackets breathable and waterproof and the outer shell includes reflective material. There is a foam back pad and CE protection at the shoulders and elbows. The jackets have a fixed mesh lining. Magnetic closures secure the pocket and main zip flaps. The men's jacket has inside, mobile phone and wallet pockets. The Banks jacket is in black only, men's sizes S-4XL and ladies 6-18. SRPs are from £279.99.

Trophy UK Ltd; tel 01745 823333; www.trophyuk.co.uk



Beyond compare?

The Beyond all weather suit is constructed from 600D Cordura for tear and abrasion resistance and has a Reissa waterproofing membrane. The jacket is three-quarter length with zips to attach to the matching trousers. There is a full sleeve and body zip-out, quilted, internal lining. The collar is touring height with soft-touch internal fleece material. Combining the Beyond jacket and trousers offers a total of eight internal and external waterproof pockets. There is CE-approved Knox armour at the back, shoulders, elbows, hips and knees. Jacket adjustment is by popper cinches at the upper and lower arms.

Colour is grey/grey mix, with black/grey to follow later this year. SRPs are jacket £160, trousers £120.

arc-on; tel 07956 291656; ian@arc-on.co.uk



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Sound southern suits

The Austral range offers jackets and trousers, separately, or as two-piece suits, for men (left) and women (below). The garments are designed to appeal to all riders, from commuters to long-distance tourers. The shell construction is from Gore-Tex fabric, chosen for its waterproof and breathable qualities as well as its abrasion resistance.

There is reflective material as a safety feature as well as CE-approved protection at the back, shoulders and elbows. Austral has a fixed mesh lining and a short back zip and loops. There are inside pockets as well as mobile phone and wallet pockets. The men's jacket also has adjustment on the sleeves, and the ladies version has a removable thermal comfort stretch lining.



The Austral jackets are in black, in sizes S-4XL (men's) and 6-18 (ladies'). SRPs are from £279.99. The matching trousers are also of Gore-Tex construction, with adjustable-height CE knee protectors. There is a fixed mesh lining, adjustable length leg and a short back zip. The men's trousers have removable elastic stirrups, the ladies' trousers have hip foam. Colour is black and sizes are S-4XL (men's) and 6-18 (ladies'). SRPs are from £204.99. Trophy UK Ltd; tel 01745 823333; www.trophyuk.co.uk

Corse it's good

arc-on is moving into its second year of trading with some new products while retaining some of the successful lines from its first year's collection. Independent tests of the Pakistani-made clothing confirmed the success of the design and construction. The results from the seam burst strength and abrasion resistance tests exceed those of a more expensive suit from a well-known manufacturer. The Corse suit is constructed from 1.2-1.4mm cow hide, with double layers at the seat, thighs and elbows, assembled with Class 300 lockstitch and AID seam construction. The legs and arms are pre-curved and there is an aero hump. Comfort is aided by Schoeller stretch Kevlar panels at the groin, behind the knee, under the arms and at the back of the neck. There are also corrugated stretch leather panels at the rear torso, knees and shoulder blades. Further comfort aids are the shoulder air vents, perforated chest panels and an anti-bacterial mesh lining. The suits are supplied with a full set of Knox armour and knee sliders as well as external thermo-plastic 'slide aids' at the elbows, knees and shoulders. Colour is red and black. SRP is £399. The suit can be complemented by Corse gloves, which are also constructed from A-grade cowhide, assembled with multiple stitch seams. There is carbon/plastic-moulded protection for the fingers and knuckles and the little and ring fingers are combined to minimise finger injury. Kevlar matting is also incorporated and there is a scaphoid protection pad. Further features include pre-curved fingers, padded wrist panels and triple Velcro cuff locking. Colours are red/white/black and SRP is £75.

arc-on; tel 07956 291656; ian@arc-on.co.uk



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