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For the past year CCM Motorcycles have been building momentum and interest around the new GP450 Adventure Bike. As covered in the British press such as Motorcycle News, Sunday Telegraph and Adventure Bike Rider as well as International Press and forums online, it's clear CCM have hit a niche in the market that customers have been eager to have filled.

CCM have identified an opportunity within the fast growing Adventure market for a lightweight capable Adventure bike and throughout the year have developed this into a full production bike. Through our marketing campaign, we have generated over 2,500 enquiries. We have ran test rides with both the press and over 200 potential customer test rides and have listened to feedback from them to finalise the new production bike.

CCM have been busy over the last few years testing the new "Bond-lite" frame concept in the British & World MX1 Championships with much success including winning the 2010 Indoor Arena Cross British MX Championship. We have taken this proven concept and applied it to the creation of the CCM GP450 Adventure bike. Maximum effort has gone into the detail of this motorcycle, completely designed on our in-house CAD facilities resulting in a high quality beautifully finished product. Not only the motorcycle, but also a full range of accessories are available too. Please check out the video of our 3D CAD build of the bike - <http://www.youtube.com/watch?v=tlhQpBkMm-4>

Production will begin in March 2014.

We have just returned from an extremely successful launch at the NEC Motorcycle Live Show where we were able to secure more pre-orders and generate over 300 enquiries, all of whom are interested in test rides throughout the UK. We are keen to maximise on the show's success and start recruiting dealers.

Our marketing strategy is to appoint 10 new UK dealers in Q1 2014. We can offer excellent profit potential for a dealer with the CCM GP450 Adventure bike and its accessories with realistic targets and bonus schemes.

If you feel that you would like to discuss the CCM dealership opportunity in more detail, then please contact our marketing manager Alice.flook@ccm-motorcycles.net or contact Alice by telephone on 01204 544930 and Alice will arrange an appointment for a convenient time to meet.

Please visit our website where you will find more details of the GP450 Adventure Bike, our time at the NEC Motorcycle Live show including a visit from HRH Prince William who was keen to show his support for British Manufacturing- www.ccm-motorcycles.com
Facebook page: www.facebook.com/ccmmotorcycle
Twitter Page: @CCMRACING

Sincerely

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Director

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