



27th March 2012

To our valued Norton supporters in North America

Given the inordinate delay in delivering your Norton Commando to you, I have decided to write to you personally with an update regarding the delays and to illustrate the combined efforts of all involved.

Please be assured that all at Norton Motorcycles (UK) Ltd share your frustration as we endeavour to attain the approvals needed to deliver bikes to the US and Canada with the new U.S. and Canadian specification Commando 961 SE, Café Racer and Sport models.

Our boundless enthusiasm, effort and working seven days a week warranted us to believe that the delivery dates would be much earlier. However, the reality has been that re-engineering and gaining government certification of our bikes for the North American market has been quite complex as some of your requirements are quite unique in the world and particularly challenging to a small specialized manufacturer. That said and with a high level of confidence, we fully expect 49 State, Canadian and California approval, late spring/early summer 2012.

Once we complete the underway US federal 49 State and California approvals, we must then submit data to each individual State government for processing, this may add some weeks or months to the process as some States are unfortunately notoriously bureaucratic.

The benefit to you will be that with the combination of bikes having been on the road in Europe and the UK for some time and our continued improvement in engineering processes will ensure that the bike you will receive will be a truly superior motorcycle.

It has been a long and arduous effort by all concerned in resurrecting this iconic British Brand, with lots of thrills and disappointment along the way. However, your continued patience and support has been extremely important and I would like to send my personal thanks to you as a valued customer. Our pride in the handmade craftsmanship of your Norton is boundless, and the superior quality of every Norton Motorcycle will never be compromised.

Yours sincerely

Stuart Garner, CEO
Norton Motorcycles (UK) Ltd

cc

Dan van Epps • CEO • Norton Motorcycles (USA)
Peter Howes • President • Norton Motorcycles (Canada)