

Norton®

Motorcycles (Canada) Ltd.

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“Unapproachable Norton” was a term used for describing the superiority of the Norton race bikes in the early 1900’s when, as world champions, they were the envy of the world. Unapproachable certainly isn’t how the Canadian distributors found Norton owner Stuart Garner and his team, building new Norton motorcycles in the UK.

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It happened because one of the partners of Norton Motorcycles (Canada) Ltd. visited Garner's Norton display of clothing, accessories and the new 961 Commando, on the Isle of Man during the 2009 TT races in June. After being inspired by the new iteration of the Iconic brand, some months of hard work followed, culminating in the acquisition of distribution and licensing rights for Canada. A national dealer network will be established in the future. In the interim, operations will be centred in Newmarket, Ontario, Canada.

Stunning is probably the best word to describe the appearance of the new Commando. With distinct retro looks, it retains the classic lines of the parent 750/850 Commando model of the 1970's with all the benefits of the 21st century. Had that bike remained in production until the present day this is probably how it would have evolved. Credit the styling to American Kenny Dreer and the engineering to ex-Triumph designer Simon Skinner. Simon, who is now Norton's Chief Design Engineer, has such notable bikes in his portfolio as the 675 Triumph Daytona. Under Simon's advice, Stuart Garner and Norton chose MCT of Menard Formula One fame, to re-engineer, develop and build engines and transmissions for the production bike. MCT's services include development of electronic engine management and emission compliance. This decision alone underscores the new Norton commitment to product quality. In addition to the motor, quality extends throughout the bike with high end Ohlins suspension, Brembo brakes, VDO instruments and BST carbon fibre wheels. Garner has committed Norton to producing a very exclusive hand built product. Production levels for worldwide consumption will remain low for the foreseeable future thus ensuring exclusivity. Think Aston Martin in the four wheel world.

Production of 200 Special Edition 961 Commandos has already started. Each bike is numbered and certificated to the owner. These bikes will no doubt take their place in motorcycling history alongside some of the earlier Norton models. A Platinum Package will accompany each bike. It consists of a matching serialized Norton/Bremont wrist watch, a Norton/Arai helmet and a Norton Jacket. Of the 200 SE's being produced for world consumption, 20 bikes and Platinum Packages will be available for the Canadian market serialized from # 100. Delivery is expected in July 2010. Deposits will be taken following the Dec. 11 – 13 Manufacturer's motorcycle show in Toronto where Norton Motorcycles (Canada) Ltd. will display an SE Commando, an NRV588 rotary race bike and Norton motorcycle clothing and accessories.

It's a dream come true. Norton returns!