



# OXFORD

Essential Rider Equipment

## COMPANY PROFILE

[www.oxprod.com](http://www.oxprod.com)

SINCE 1973



OXFORD products are designed in-house by a combined team of active enthusiasts and skilled technicians. They use the latest CAD technology and 3D printing techniques to innovate, analyse, test and develop the range in pursuit of the best product experience for their customers.

In addition to OXFORD branded products, the company uses its expertise to design and produces for many other labels around the world. Like many of its products, which have wider appeal in other outdoor-based markets, this activity is not restricted to the two-wheeled industry.

**Oxford Products Ltd (OXFORD) is a global leader in motorcycle and bicycle aftermarket products.**

Established in 1973, OXFORD is now one of the world's leading suppliers of products to the two-wheeled industry. From its base in Oxfordshire, the company distributes to over 75 partners worldwide and has its own subsidiary in Jacksonville, Florida, serving both North and South America.

Its huge range of products encompasses everything which makes life on bikes better: from clothing and helmets to accessories, hard parts, locks and luggage and more! Following unprecedented investment in staff, product development and infrastructure, the company now employs around 100 people.

In 2014, UK Prime Minister David Cameron opened OXFORD's significantly expanded 100,000 sq ft head office, congratulating the company's staff on their achievements and ambition.

Having established an impressive growth curve, which has seen turnover doubling every 5 years, the company has further ambitious expansion plans both at home and abroad.



**Above:** OXFORD designs its products in-house using CAD technology. A 3D Printer allows rapid prototyping to enhance product development.

**Below:** UK Prime Minister David Cameron was impressed by Oxford's latest investment.

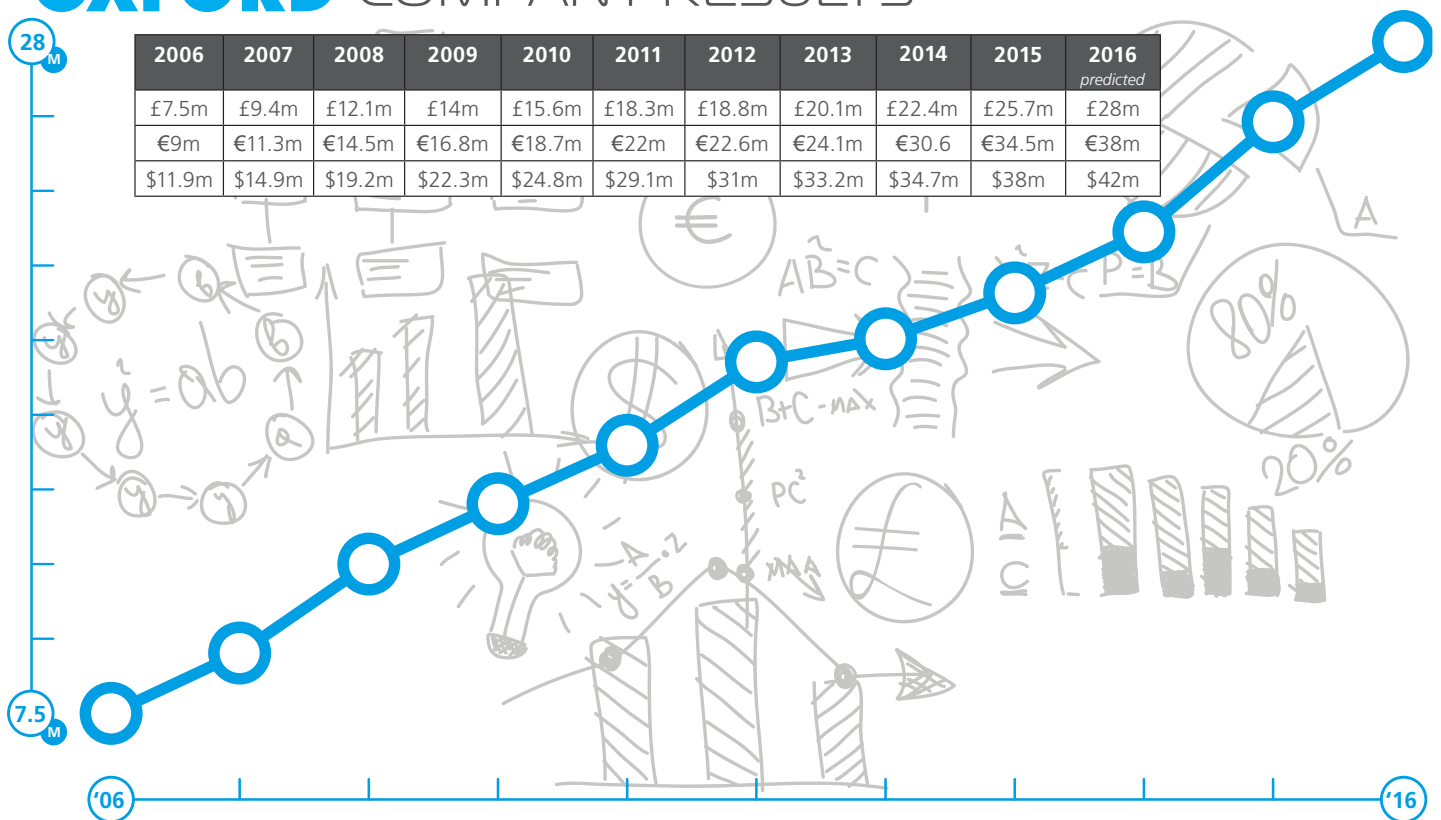


**Above:** Aerial view of Oxford Products Ltd, Oxfordshire; taken after its recent expansion in 2014.





## OXFORD COMPANY RESULTS



Oxford Products has an impressive growth record and continues to grow strongly every year, whether through acquisition, diversification or organic growth. Growth has been accompanied by:

- Increased profitability
- Product development & quality at record levels
- Average fulfilment rate maintained
- Increased staff head count to safely manage growth
- 'Continual improvement' culture driving service levels upward

## OXFORD AN AWARD WINNING COMPANY



WHOLESALER OF THE YEAR 2015 & 2014



**WINNERS OF WEST OXFORDSHIRE BUSINESS AWARDS**  
LARGE BUSINESS OF THE YEAR  
EMPLOYER OF THE YEAR  
OVERALL BUSINESS OF THE YEAR



2015/16 Industry Awards

Distributor of the Year  
Oxford Products



DEALERS' DISTRIBUTOR OF THE YEAR



EXCEPTIONAL CONTRIBUTION TO THE LOCAL ECONOMY



BUSINESS OF THE YEAR  
BUSINESS PERSON OF THE YEAR (A.HAMMOND)



LARGE BUSINESS OF THE YEAR



## A man in a black and grey motorcycle jacket stands behind a collection of Oxford motorcycle gear and accessories. The items include two motorcycle jackets (one black and grey, one red and black), a blue and black Oxford bag, a yellow Oxford rain suit, a black Oxford power supply unit, a black Oxford heater, a black Oxford battery, and a black Oxford power supply unit. The background is a blurred image of a building.



**OXFORD** AROUND THE WORLD

For export trade enquiries you can also email us at [export@oxprod.com](mailto:export@oxprod.com).

**OXFORD** USA

4815 Executive Park Court, Suite 105,  
Center Point Business Park,  
Jacksonville, Florida, 32216  
info@oxford-products.com  
www.oxford-products.com



- 94 page product catalogue covering a vast range of 5,000+ cycle parts and accessories
- World class product design and packaging with global routes to market



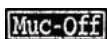
Accessories - Bags - Components - Lights - Locks - Tools





### 3 Leading UK distributor of motorcycle clothing, helmets, accessories and parts

- 300+ page product catalogue
- Selling to 1,000 + quality dealers
- Exclusive source of Oxford branded motorcycle accessories
- UK's largest distributor of motorcycle helmets
- Exclusive UK m/c distributor of:  
HJC helmets, BOX helmets, ALPINESTARS technical apparel,  
BULL-IT jeans, OAKLEY eyewear & casuals, MUC-OFF cleaning  
products, SLIME tyre care products, CARGOL tyre repair  
solutions and ROK straps.



### 4 Leading UK distributor of cycle parts and accessories

- Selling to 40+ national and regional wholesalers
- Selling to 3,000+ cycle shops via 150+ sales representatives
- Exclusive source of 5,000+ Oxford branded cycle products
- Exclusive UK distributor of TAYA chains



## OXFORD UK

Oxford Essential Rider Equipment is distributed in the UK by a network of trade partners.

**B2B on-line store (trade-only):** Trade partners can view stock availability, prices and place orders on-line via a secure log-in. Please contact [trade@oxprod.com](mailto:trade@oxprod.com) for more information.



## Where is Oxford Products Ltd?

**Oxford Products Ltd** Tel: +44 (0)1993 862 300  
De Havilland Way Fax: +44 (0)1993 862 320  
Range Road info@oxprod.com  
Witney oxfordproducts.com  
Oxon  
United Kingdom  
OX29 0YA





# PRODUCT DESIGN & ENGINEERING

## DESIGN DEVELOPMENT PROCESS

At its heart, Oxford is a products company – Oxford Products!

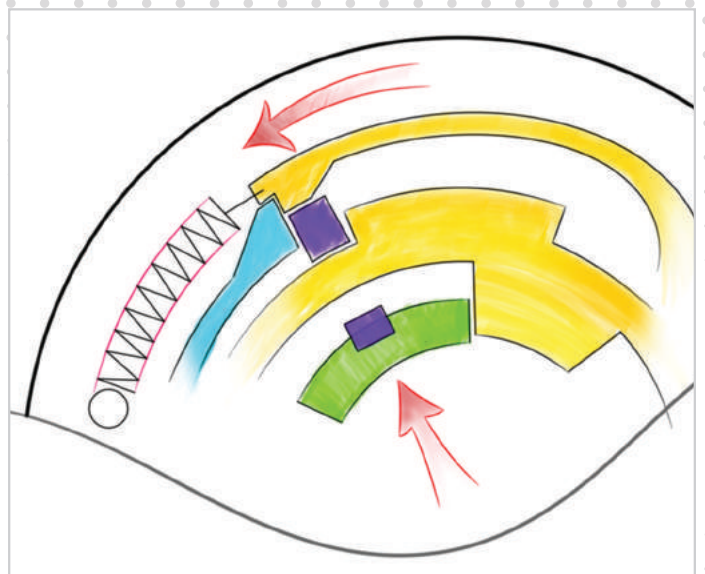
The team develops its products in-house, increasingly through the use of Computer Aided Design. In order to maximise the benefits of CAD, the company has invested in the latest 3D print technology. This means that a product or component designed today can be printed off overnight and tested tomorrow. The day after, our factory can be making the moulds and production can begin shortly after. In this way, product development time is dramatically reduced and the end result far more relevant and ambitious.

Here is a typical design cycle for an Oxford product...



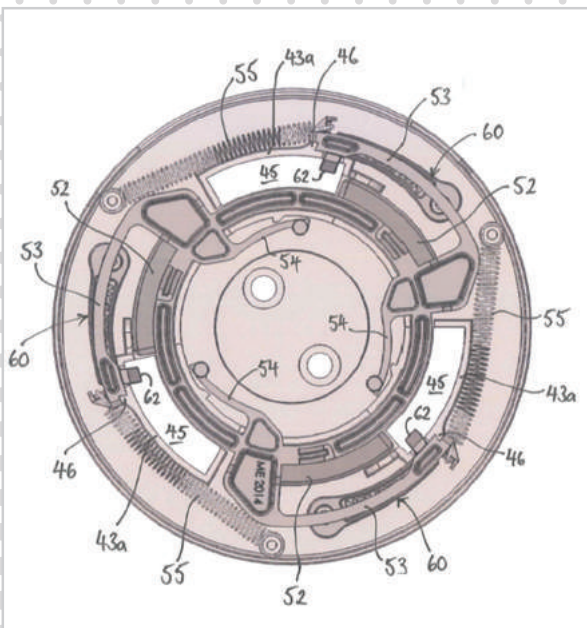
1

**Initial Sketched Concepts**  
2D Sketches



2

**Schematic Layout**  
Functional Concept Review



3

**Patent Diagrams**  
Patent Draft & Review

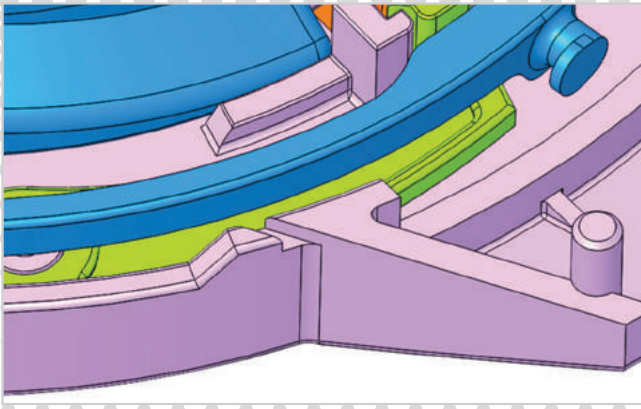


4

**Solid Modelling**  
3D Surfacing, 3D Data Files Driving  
Mould Tools & CNC Machining







5

## Mechanical Design

Plastic Mouldings, Mechanisms,  
Fabrication & Tooling



6

## Technical Drawing & Specification

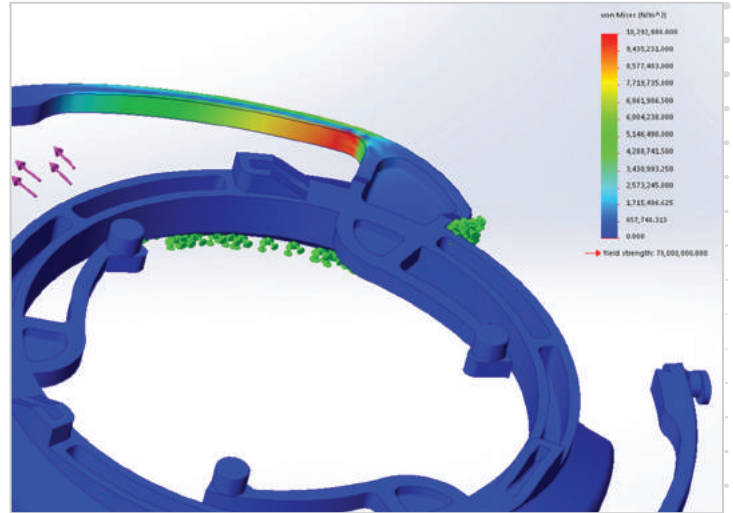
General Arrangement, Component Details  
& Tolerance Analysis



7

## Visualisation

Photorealistic Product Rendering



8

## Design Analysis

Finite element Analysis (FEA),  
Tolerance Analysis Failure Mode  
& Effects Analysis (FMEA)



9

## 3D Printed Parts

Prototype Models,  
Mechanical Evaluation  
Functional Product Testing



10

## FINISHED PRODUCT



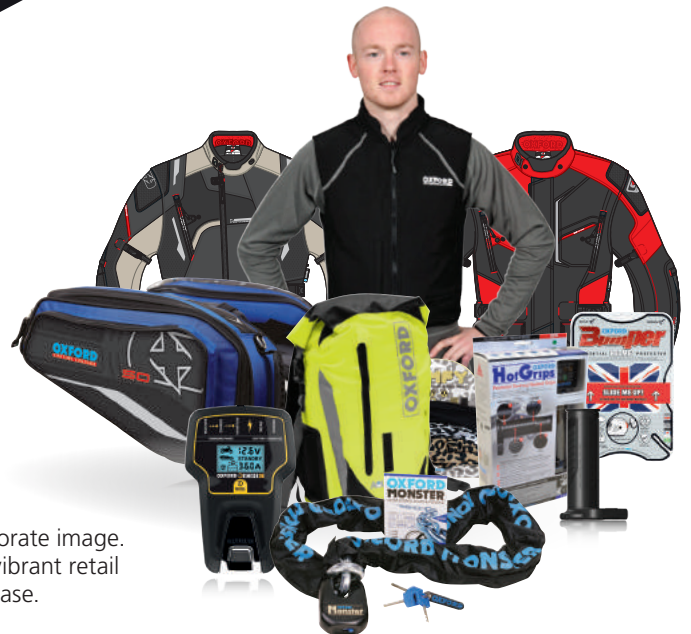
7





# OXFORD

Essential Rider Equipment



## OXFORD PACKAGING

All of our products are packaged uniformly to create a consistent corporate image. Even the most mundane products are offered for sale in high quality, vibrant retail packaging, providing information and reasons to buy at point of purchase.

### 1 CYCLE



### 2 MOTORCYCLE





National and international homologations and testing standards are sought wherever possible and relevant. This is backed up by an **ISO9001 quality system**. Result: the confidence to offer extraordinary warranty terms and the ability to create our own badges of excellence.



Oxford invests in developing a strong brand image through traditional advertising and new media....



Oxford is proud to have strong links with the specialist press and works hard to ensure broad coverage of its news and product innovations....





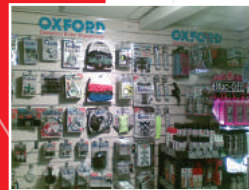
# SHOPPING FOR OXFORD

IN STORE

## MERCHANDISING

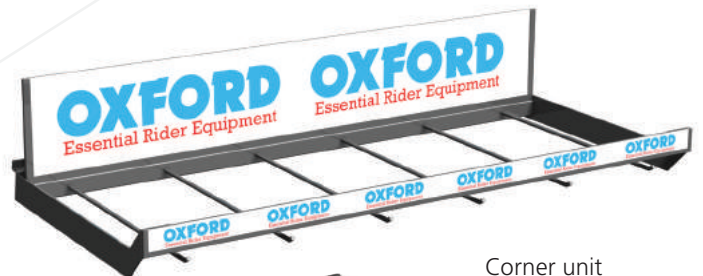
Oxford provides a wide range of attractive merchandising systems which display our products to their full potential.

**OXFORD** in the shops ...

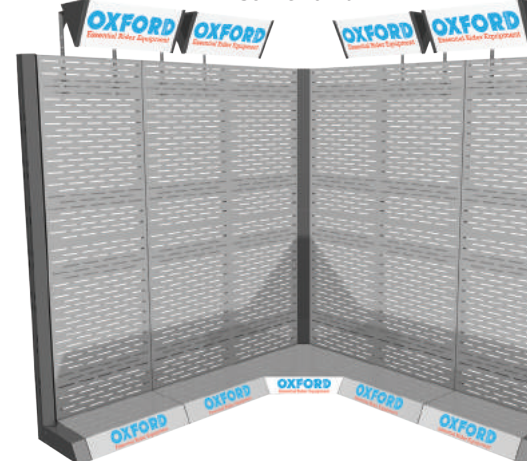


Comfy display  
POS2

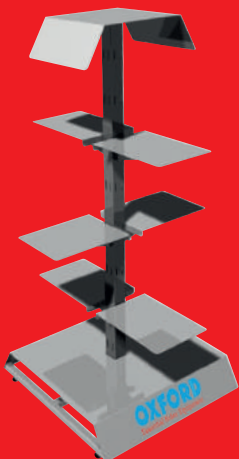
Glove display  
PC3025 + PC3025HOXF/TOXF



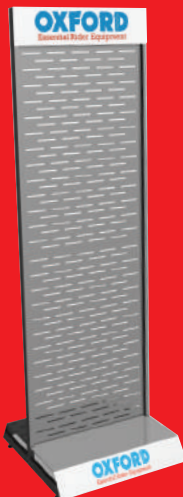
Corner unit



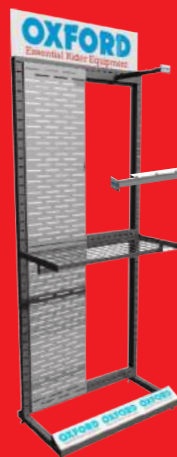
Double-sided  
luggage display  
POS3016



Budget double-  
sided display  
PC3015



Clothing stands





Featuring  
*Bradley Smith*  
MOTO GP Star

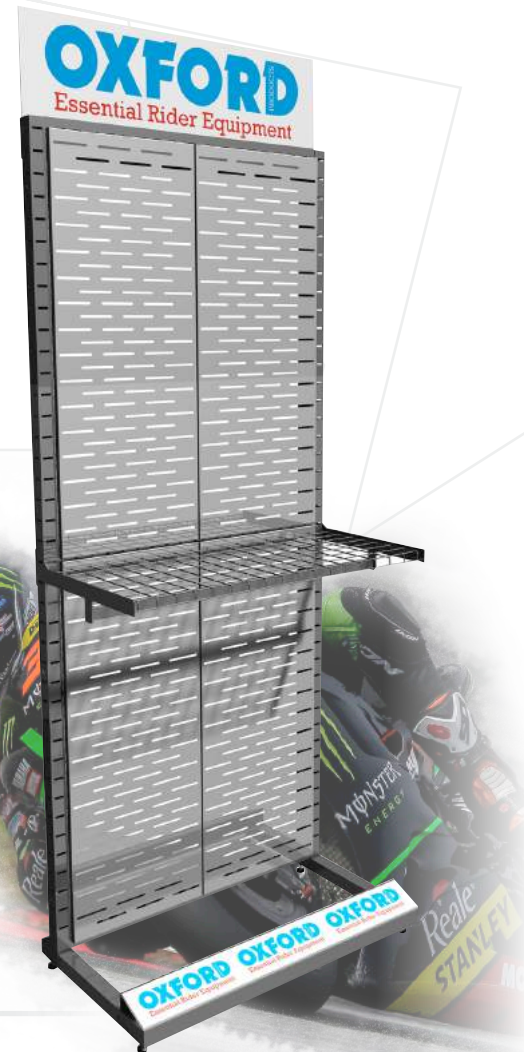
Clothing Stand



Oximiser display  
POS9



HotGrips Display  
POS7



HotGrips Demo Unit  
PCHOTGRIP14



Slatwall signage:  
PC3003 + PC3013



External corner unit



Wall unit



Lock display  
PC3009













# OXFORD

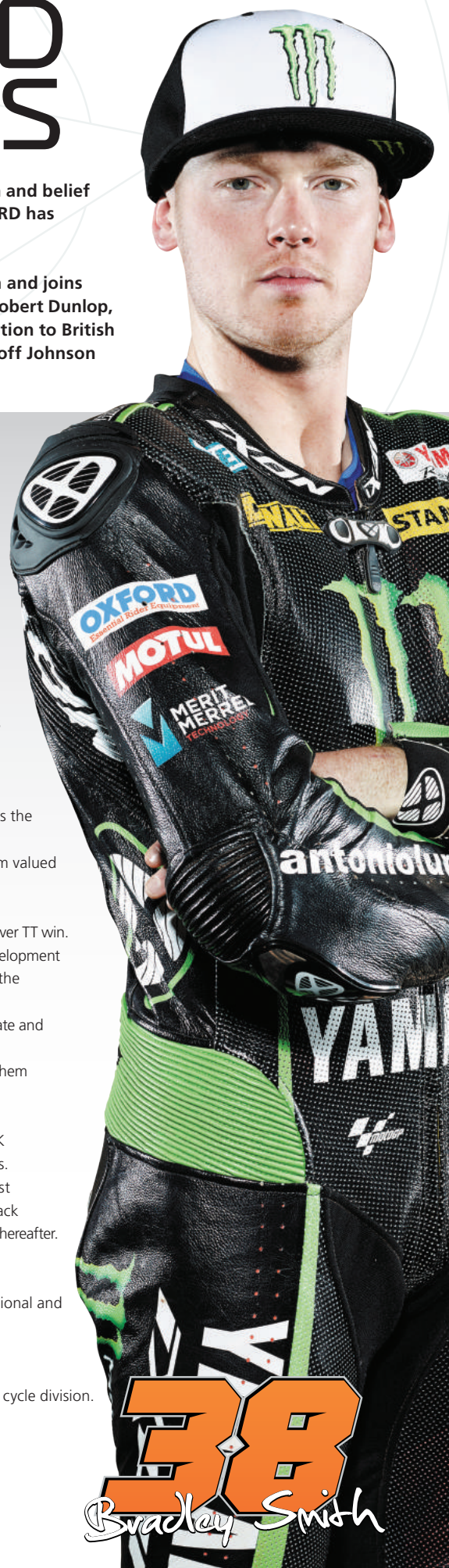
## RACING BLOOD IN THEIR VEINS

The phenomenal success of OXFORD Products owes so much to their passion and belief in motorcycle racing. From that first year in 1973 until the present day OXFORD has supported the riders and the sport.

Bradley Smith is among the latest riders to have benefited from this passion and joins the likes of eight times World Champion Phil Read, TT winners Steve Hislop, Robert Dunlop, Jim Moodie and Trevor Nation, grand prix winner Jeremy McWilliams in addition to British Championship stars Mark Farmer, Paul Young, Glen Richards, Asa Moyce, Geoff Johnson and Les Borgan on the Oxford Products Roll of Honour.

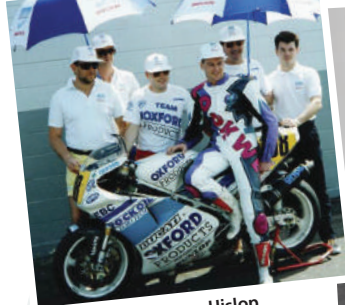
### OXFORD PRODUCT LTD: COMPANY TIMELINE

- 1973:** Present owner and chairman Alec Hammond starts selling GRP motorcycle top boxes out of the back of his car before progressing to a scruffy transit van. First customer is Harpers of Cowley, still going strong in the very same building!
- 1974:** Fairings expand the product range and Alec starts recruiting staff to cope with business growth.
- 1975:** Launch of complete seat & tank unit for FS1E.
- 1976:** Track involvement begins with own race team: Les Borgan, Asa Moyce, Mike Hunt, Geoff Johnson all ride for Team Oxford.
- 1977:** Based in Botley, on the edge of Oxford, now with proper warehouse and office complex and operating with both HQ staff and field representatives. The company's range now includes muffs, saddle bags, seat re-covering kits and its first security device: Bike Guard.
- 1978:** Oxford produces carbon fibre bodywork for Mike Hailwood to use at the TT.
- 1981:** Botley HQ wiped out by a fire caused by faulty electrical components. Phil Read rides the Oxford Yoshimura Suzuki at the TT.
- 1982:** Relocation to Abingdon, business starts again almost from scratch with support from valued friends, staff and associates.
- 1983:** Oxford "HotGrips" are born, the start of a legend!
- 1984:** Re-built business moves to new premises in Kidlington and sponsors Trevor Nation's first ever TT win.
- 1985:** International sourcing begins and range expands quickly. Over the next period, lock development moves on apace and Oxford quickly becomes market leader in bicycle security with the "Sentinel" range of U-locks.
- 1990s:** Business continues to grow strongly, acquiring more premises in the same industrial estate and expanding its quality team of staff.
- 1991:** Oxford Ducati Team is launched with some now well-known names riding; among them Trevor Nation, Robert Dunlop, Steve Hislop, Jim Moodie and Jeremy McWilliams.
- 1994:** Oxford launches its first Disc Lock, the "Quartz" and sales spiral internationally.
- 1997:** Launch of revolutionary "Oxford Lifetime Luggage" enables company to become UK market leader in soft luggage almost overnight and globally recognised within two years.
- 1998:** Oxford is appointed exclusive UK distributor for HJC helmets, at that time the biggest selling helmet brand in the US, but with almost no representation in Europe. First track signing is Steve Plater on the Sanyo Honda and HJC's race involvement increases every year thereafter.
- 2004:** Company moves to large, purpose-built premises in Witney, Oxfordshire. Local schoolboy Bradley Smith is sponsored to ride in HJC helmets.
- 2005:** Launch of a specific cycle products division - selling Oxford branded products to regional and national wholesalers - reinvigorates this side of the business.
- 2006:** Oxford creates new helmet brand: BOX helmets.
- 2009:** Oxford sponsors 125cc GP race winner Bradley Smith.
- 2010:** Company purchases cycle parts distributor Sprint CPA, injecting further growth into cycle division.
  - Appointed UK distributor for global brands Alpinestars, Muc-Off and Slime.
  - HJC has its first world champion in Ben Spies in WSB, spurring the brand onto even greater things.



**38**  
Bradley Smith





Steve Hislop



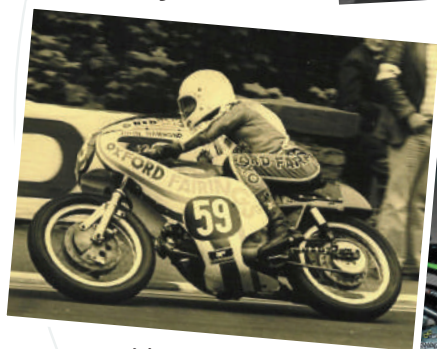
Richard Cooper's 2012  
BUILDBASE Bike



OXFORD TAG Triumph



Buildbase BMW '14



John Hammond



Bradley Smith



Jeremy McWilliams



Michael Laverty 2015



- 2011:** Appointed exclusive distributor for France's biggest selling clothing brand, IXON.
- Title sponsorship of Oxford TAG Triumph British Supersport race team places Oxford firmly back in the BSB paddock, to add to sponsorship of the Buildbase BMW BSB team, Bradley Smith in Moto 2 and many more.
- 2012:** Company wins exclusive distribution for Muc-Off in the motorcycle market.
- Oxford Products USA opens its doors.
  - Launch of B2B website.
  - Voted by dealers "BDN Wholesaler of the Year".
  - Voted "MCN Wholesaler of the Year".
  - HJC signs Jorge Lorenzo on a two year helmet deal.
  - Oxford-sponsored Bradley Smith finishes stint in Moto 2 and takes first steps into the Moto GP paddock.
  - Nick Sanders, global 2 wheel adventurer, becomes Oxford's first non-race brand ambassador.
- 2013:** The company's 40th Anniversary is celebrated with its biggest ever line-up of new products and brands:
- "HotGrips" 30th Anniversary celebrated with an all new range of technically superior products and record
  - Oxford launches its first full clothing range: Oxford Essential Rider Wear receives an incredible response from nationwide and distributors across the globe.
  - Oxford takes on exclusive distribution of SHAD hard luggage, seats and racks.
  - Oxford enters the hard parts & service items market with Ferodo, JT Sprockets, HIFLO and more.
  - Oxford invests in 3D printer to improve and accelerate product development and wins "Large Business of the in the Oxfordshire Business Awards to cap off another record year for the business.
- 2014:** Prime Minister David Cameron officially opens the company's 100,000 sq ft expanded warehouse and office complex at a Grand Opening Ceremony which saw guests come from as far afield as Australia, Canada and all corners of Europe.
- This doubles the size of Oxford's Witney facilities and proves the perfect platform for more planned growth both at home and abroad as the business heads for yet another record year.
  - Oxford takes on exclusive distribution for the UK motorcycle market of global eyewear and fashion brand Oakley and launches a huge new clothing range alongside a new brand icon, which definitely gives it the X factor!
  - Company wins Oxfordshire Business of the Year, while MD Andrew Hammond wins Oxfordshire Business Person of the Year!
  - Another record year is capped off by the 2014 Motorcycle News Distributor of the Year award.
- 2015:** 2015 starts well with dealers voting Oxford as Distributor of the Year in both motorcycle trade magazines, British Dealer News and Motorcycle Trader.
- Oxford clothing continues to prove a huge hit, with new waxed cotton lines selling out and a new range of one and two-piece leathers a success story from the get-go.
  - Further expansion of the company's product design department; the huge investments being in product development visibly pay off with a constant flow of exciting new products into the motorcycle and bicycle markets.
  - Oxford launches new BSB race support service with paddock veteran Matt Randalls at the helm.
  - This is accompanied by major race sponsorship deals with TYCO BMW, Buildbase BMW and Quattro Plant Kawasaki which yield unprecedented publicity for the brand.
  - HJC helmets and, for the first time ever, Oxford race leathers follow suit with top-to-toe support packages for top flight riders Michael Laverty and Christian Iddon in BSB.
  - HJC-backed Jorge Lorenzo wins third Moto GP championship!
  - Year ends with yet another record turnover and a second successive Motorcycle News Distributor of the Year award!
- 2016:** Oxford targets significant further growth, both in its traditional markets and through diversification.
- Race involvement continues to grow, feeding product development and raising the profile of Oxford & HJC brands.
  - New consumer website and B2B system launched.

# OXFORD

## RACING BLOOD IN THEIR VEINS



Oxford is a proud sponsor of Quattro Plant Kawasaki, both in the BSB championship and at the Isle of Man TT.



### **BUILDBASE** **BMW Motorrad**

Oxford continues its long-term relationship with Buildbase BMW with extensive branding throughout the 3-bike team.



## LIVING THE DREAM WITH *Bradley Smith* AND OXFORD PRODUCTS...

**Oxford supports Brit superstar Bradley Smith in his bid to win the MOTO GP World Championship in 2016.**



Oxford Products and MotoGP™ star Bradley Smith continue a special ten year + relationship after signing a new sponsorship deal for 2016. The Oxfordshire based partners have become massive global players in their respective fields since their relationship began a decade ago.

Oxford Products are UK market leaders in motorcycle security and touring products and export to over 75 countries worldwide.

They first became involved with Smith when he started motorcycle road racing ten years ago. They have been sponsoring him every year since, helping him to become one of the top MotoGP riders in the world, a fact that was so clearly illustrated when he finished third in the Australian Grand Prix this year.

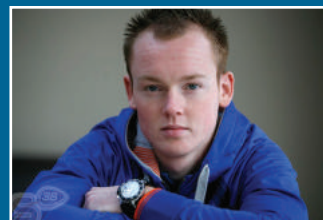
"Oxford Products is extremely proud to continue supporting Bradley in 2016, marking over a decade since we first got involved with him", explained Andrew Hammond, Oxford Products Managing Director. "It's been a tremendous decade for both Oxford and Bradley, with Oxford growing substantially over this time and Bradley turning into the UK's leading MotoGP star. Bradley's profile globally is something we've had excellent feedback from our distribution partners about

and we were keen to continue this relationship."

Twenty five year old Smith finished the leading British rider in this year's 18 round MotoGP World Championship riding the Monster Tech 3 Yamaha and continues with the team next year. His career has developed in parallel with the success of Oxford Products and he's delighted that special relationship continues right across the globe once again next season.

"Oxford Products were right there when I really needed them at the start of my career and they have been with me on every step of the adventure", he explained. "We have grown together across the world and it's great that two Oxfordshire names are so well known. I'm delighted the special relationship will continue and now it's up to me to bring them some good results next year."

### **Supported by Oxford since his early days...**





# MICHAEL LAVERTY & CHRISTIAN IDDON



MICHAEL  
LAVERTY

CHRISTIAN  
IDDON

**tyco**

## BMW RACE TEAM

Michael Laverty, who finished this season with a debut win on the Tyco BMW S1000RR at Brands Hatch, will remain with TAS Racing for a second season, where he will be joined by versatile Stockport racer Christian Iddon.

11 time Isle of Man TT winner Ian Hutchinson, who will ride the leading International Road Races in 2016 with Tyco BMW, will also campaign a S1000RR for the Northern Ireland based team in the National 1000cc Superstock class during 2016.

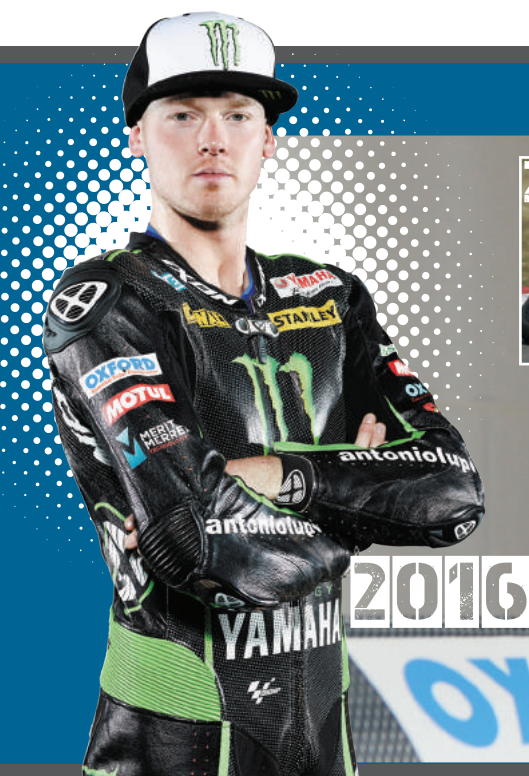
Guy Martin will also be playing a significant role at Tyco BMW during 2016...

## Oxford sponsors TAS RACING's TYCO BMW RACING TEAM

Tyco BMW is pleased to announce a revised line-up for the upcoming 2016 British Superbike Championship season.



[www.bradleysmith38.com](http://www.bradleysmith38.com)





# OXFORD TRIED & TESTED



## OXFORD SUPPORT FOR CSS IN 2016

California Superbike School's UK team of professional coaches will once again be wearing HJC RPHA race helmets this season. OXFORD also uses CSS' facilities to test its racing products under track conditions. Its RP1 and RP2 race suits and gloves can be seen in use on these pages...

California Superbike School UK is the first specialist on-track rider training provider in the UK to be awarded 'Gold Standard' accreditation under a new framework to recognise the facilitation of structured on-track rider training and consultancy services to the Motorcycle Rider Training Industry.

This prestigious new accreditation from the MCIAC (Motorcycle Industry Association Accreditation Centre) recognises and promotes specialist on-track rider training providers

and the California Superbike School achieved the highest classification awarded by the MCIAC, the Gold standard – setting the benchmark for professional on-track motorcycle training with superior facilities and equipment within the UK.

Founded by the legendary Keith Code in 1980, the California Superbike Schools are dedicated to discovering, improving and refining the art of cornering. UK-based coaches are also responsible for students in Europe, Scandinavia, the Middle East, India and South Africa, operating from premises on the Silverstone Technology Park.

Back in 2014 following on-track testing at Yas Marina Circuit in Abu Dhabi, the senior coaching staff opted for the RPHA 10+ because of its excellent fit and specification:

"HJC's box-ready race helmet comes with all the toys included; Pinlock, tear-off ready visor with integrated lock and spare tinted visor," explains CSS General Manager Richard 'Badger' Browne. "When you're on track for 10 hours a day in climates as diverse as the UK and Africa, you need a helmet that's not only protective, but comfortable and well put together too. These new HJCs fit the bill perfectly."

Details of the 2016 schedule and courses available can be found at [www.superbikeschool.co.uk](http://www.superbikeschool.co.uk) or telephone +44 (0)8700 671 061 for a brochure.



## NICK SANDERS, GLOBAL ADVENTURER!

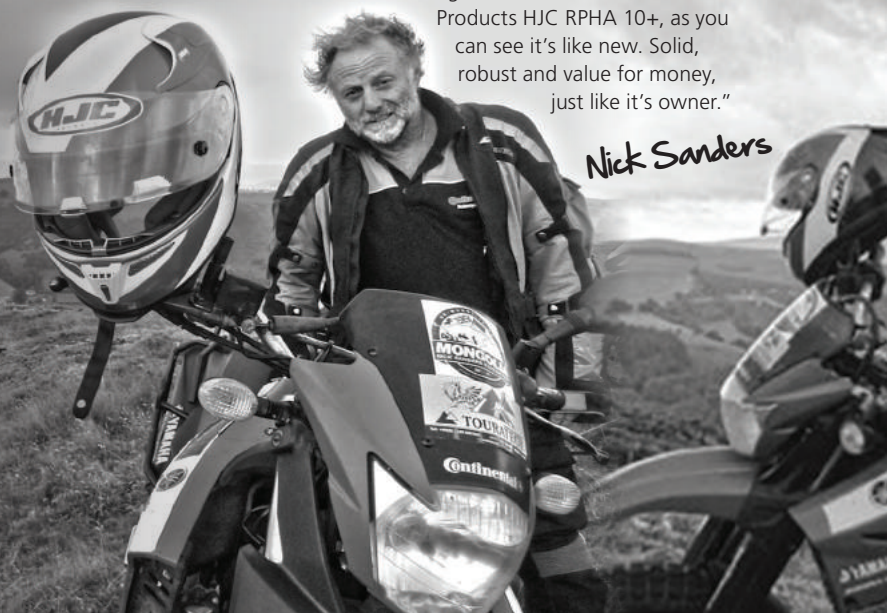
In 2015 Oxford is delighted to continue its official partnership with the world's most prolific motorcyclist. This follows several years of friendly cooperation, as Nick Sanders has used numerous Oxford products and HJC helmets during his remarkable adventures.

Among other things, Nick will be proving the durability of Oxford's Lifetime Luggage, the long-distance comfort of HJC helmets and the sheer effectiveness of Oxford Heated Clothing. In doing so, he will not only demonstrate the importance of using the right equipment, but provide crucial real-world feedback for future product development.

To learn more about Nick's astonishing motorcycle adventures, visit [www.nicksanders.com](http://www.nicksanders.com)

"Having ridden 16 000 miles to Mongolia and back in an Oxford Products HJC RPHA 10+, as you can see it's like new. Solid, robust and value for money, just like it's owner."

*Nick Sanders*







"Meanwhile by mid-week, Henry at Oxford Products sent me lots of boxes all containing presents. He wants me to road test his latest line in under-clothing and really they look jolly fine!"



CHECK OUT OXFORD'S NEW WEBSITE:  
[www.oxfordproducts.com](http://www.oxfordproducts.com)



## ALL NEW LOOK WEBSITE WITH EASY-TO-USE NAVIGATION

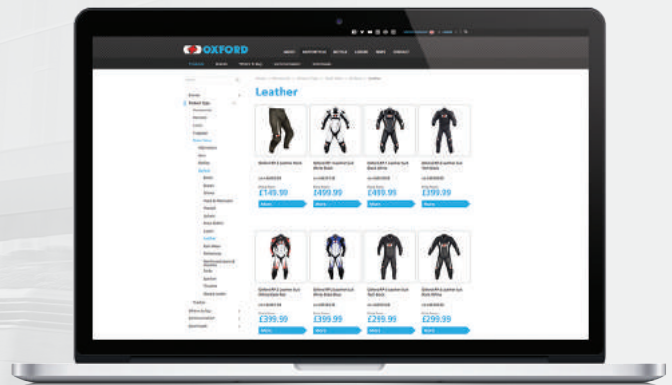


Oxford are proud to present their stunning new website. The easy-to-use navigation system allows you to browse through the huge product range, keep up-to-date with the latest news and find out about the latest product launches.



# FULL OXFORD CATALOGUE NOW AVAILABLE ONLINE

The full Oxford range is now available to view online so you can quickly and easily browse through Oxford's many products - any time, anywhere...

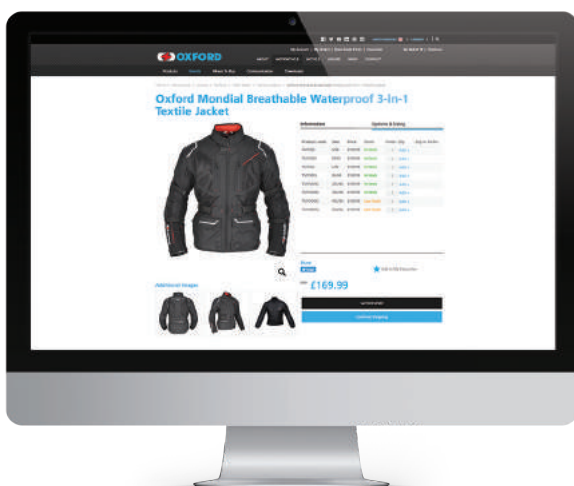


## RESPONSIVE FOR EASE OF USE ACROSS MULTIPLE DEVICES

Oxford's new website is fully responsive and aspects perfectly on all small screens and mobile devices so you can visit the site with ease on the go.

## KEEP UP-TO-DATE WITH ALL THE LATEST NEWS FROM OXFORD

Keep up-to-date with all the latest news and features from Oxford including new product launches, reviews and much more... sign up today on our website for news releases and join us on social media.



## TRADE ONLY!

## MAKE USE OF OXFORD'S ALL NEW ONLINE TRADE PORTAL

Oxford have now created a new B2B website for its trade customers to make online ordering easier than ever! Trade partners who wish to set up a secure login should contact our support team via [sales@oxprod.com](mailto:sales@oxprod.com).





**OXFORD**  
Essential Rider Equipment

**Oxford Products Ltd.**

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OxfordProducts