

2017



# OXFORD

## Essential Rider Equipment



ACCESSORIES



HELMETS



LUGGAGE



RIDERWEAR



SECURITY

COMPANY PROFILE 2017



ADVENTURE



TOURING



SPORT



HERITAGE



URBAN



# A GLOBAL LEADER

**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 85 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 over 120 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.



## OXFORD HQ

Bespoke 100,000 SQ FT facility opened by Prime Minister David Cameron in 2014



## OXFORD USA

Headquarters based in Jacksonville, Florida



## IN-HOUSE DEVELOPMENT

3D Printing allows rapid prototyping to enhance product development

## COMMITTED TO DEVELOPMENT

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.

## AWARDS

Oxford Products is an award-winning company, regularly receiving accolades for innovation, customer service and international success:



WHOLESALE OF THE YEAR



LARGE BUSINESS OF THE YEAR  
EMPLOYER OF THE YEAR  
OVERALL BUSINESS OF THE YEAR



DISTRIBUTOR OF THE YEAR  
OXFORD PRODUCTS



DEALERS' DISTRIBUTOR  
OF THE YEAR



EXCEPTIONAL CONTRIBUTION TO  
THE LOCAL ECONOMY



LARGE BUSINESS OF  
THE YEAR



# COMPANY RESULTS



2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017 predicted
£7.5m	£9.4m	£12.1m	£14m	£15.6m	£18.3m	£18.8m	£20.1m	£22.4m	£25.7m	£28.15m	£30m
€9m	€11.3m	€14.5m	€16.8m	€18.7m	€22m	€22.6m	€24.1m	€30.6	€34.5m	€38m	€35.4m
\$11.9m	\$14.9m	\$19.2m	\$22.3m	\$24.8m	\$29.1m	\$31m	\$33.2m	\$34.7m	\$38m	\$42m	\$38.8m

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





# WHAT IS OXFORD PRODUCTS LTD?

## 1. GLOBAL MOTORCYCLE ACCESSORY BRAND SELLING IN OVER 85 COUNTRIES



### OXFORD AROUND THE WORLD

Oxford is a remarkable British success story!

For over four decades the company has waved the flag for British ingenuity and innovation and is proud to have distribution partners in all corners of the globe.

In return, foreign markets have provided many fresh ideas to Oxford's product range; the challenges of widely varying climates, customs and terrain have only served to enrich the company's offering.

You will find a full distributor list at [www.oxfordproducts.com](http://www.oxfordproducts.com).

Please contact us for further information: Tel: +44 (0)993 862 300 Fax: +44 (0)993 862 320

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



### OXFORD USA

2012 saw the creation of Oxford Products USA. A dedicated sales, marketing and distribution facility will rapidly accelerate the availability of Oxford's wide range of products to all corners of the Americas.

**Oxford Products USA Inc.**

4815 Executive Park Court, Suite 105,  
Center Point Business Park,  
Jacksonville, Florida, 32216  
[info@oxford-products.com](mailto:info@oxford-products.com)  
[www.oxford-products.com](http://www.oxford-products.com)

## 2. GLOBAL CYCLE PARTS & ACCESSORY BRAND



- 160 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



### 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



### 5. WHERE IS OXFORD PRODUCTS LTD?



#### 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.

**Tel:** +44 (0)1993 862 300

**Fax:** +44 (0)1993 862 320

[info@oxprod.com](mailto:info@oxprod.com)

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

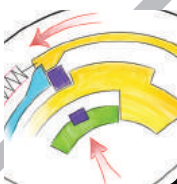
Oxford Products Ltd, De Havilland Way, Range Road, Witney, Oxon, United Kingdom , OX29 0YA

# PRODUCT DESIGN & ENGINEERING

## DESIGN DEVELOPMENT PROCESS

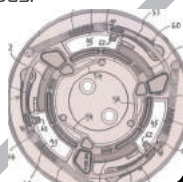
At its heart, Oxford is a products company – Oxford Products!

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



### 3 PATENT DIAGRAM

Patent draft & review



### 4 SOLID MODELLING

3D surfacing, 3D data files, driving, mould tools, & CNC machining



### 6 TECHNICAL DRAWING

General arrangement, component details & tolerance analysis

### 5 MECHANICAL DESIGN

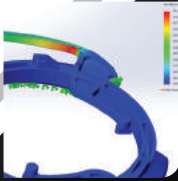
Plastic mouldings, mechanisms, fabrication & tooling





## 9 3D PRINTED PARTS

Prototype models, mechanical evaluation, functional product testing



## 8 DESIGN ANALYSIS

Finite element analysis (FEA), tolerance analysis failure mode, & effects analysis (FMEA)



## 7 VISUALISATION

Photorealistic product rendering



## 10 FINISHED PRODUCT



# OXFORD MARKETING

## 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.

## MOTORCYCLE



## CYCLE



## OXFORD QUALITY

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 ADVERTISING

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



## OXFORD IN THE PRESS

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





# OXFORD IN STORE

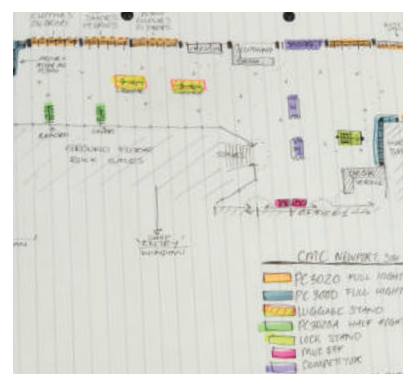
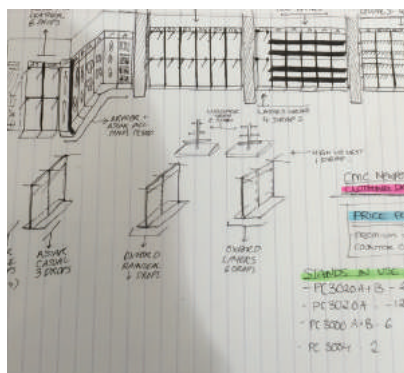
## MERCHANDISING

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

Oxford in the shop...



## ON-SITE MERCHANDISING SUPPORT





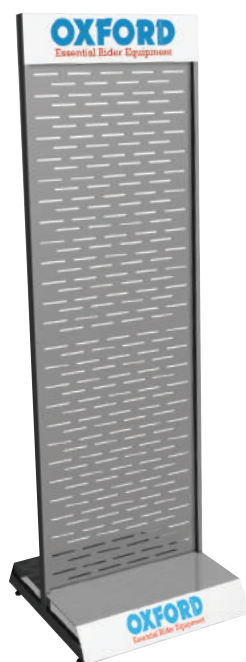
## MERCHANDISING SYSTEMS

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

### CLOTHING STANDS



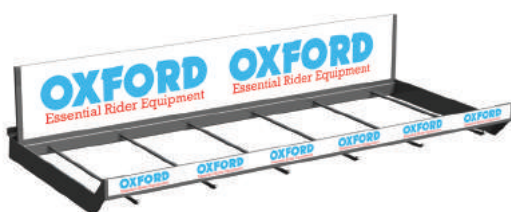
### DOUBLE SIDED DISPLAY



### WALL UNIT PC3041/3042



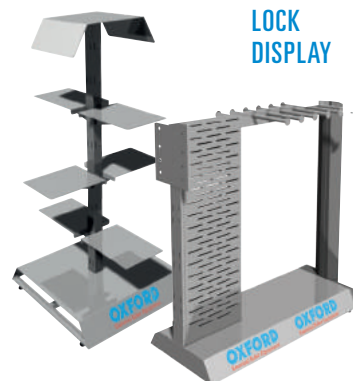
### GLOVE DISPLAY PC3025 + PC3025HOXF/TOXF



### HOTGRIPS DEMO UNIT PCHOTGRIP14



### LUGGAGE STAND



### LOCK DISPLAY

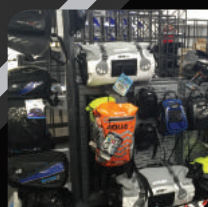
# OXFORD IN STORE



OXFORD  
FSDU



ALPINESTARS  
RIDERWEAR



OXFORD  
LUGGAGE



MUC-OFF  
CLEANERS





## OXFORD RIDERWEAR



## HJC HELMETS





# OXFORD 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 FSIE.
- 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.
- 1990** 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, Muco-Off and Slime.
  - HJC has its first world champion in Ben Spies in WSF, spurring the brand onto even greater things.







- 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" & "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 sales. Oxford launches its first full clothing range. Oxford Essential Rider Wear receives an incredible response from dealers 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 Year" 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 Lavery 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.
  - The team grows once again and Oxford passes the 100 staff milestone.
  - The company agrees a deal to be the exclusive distributor for Bull-it jeans & protective wear.
  - Oxford Products USA continues to build on its success and the company's export department enjoys massive growth, signing a 16 country distribution deal with Shimano Europe.
  - A new commercial head of Oxford's cycle division is recruited to push the brand and the business forward and into many more outlets. Consequently, a new sales team hits the road.
  - Race involvement continues to grow, feeding product development and raising the profile of Oxford & HJC brands. TYCO BMW, Quattro Cool Kawasaki and Buildbase BMW deliver for Oxford both in British Superbikes and on the roads. Michael Lavery & Christian Iddon continue to spearhead Oxford BSB presence.
  - New consumer website and B2B system launched. Company continues its unbroken run of record months to end the year with 27 on the trot!
  - Oxford celebrates 40 years of involvement in racing by announcing a record level of support for the sport in 2017.
- 2017**
- Oxford sets its sights on another important milestone, £30m turnover in 2017.
  - More plans for growth in other areas, too, as product development receives yet more investment and Oxford's international ambitions widen.



# OXFORD ON TRACK IN 2017

Oxford celebrates 40 years of involvement in racing by announcing a record level of support for the sport in 2017. The iconic logo will adorn no fewer than 8 top bikes in the premier classes of BSB, plus 3 of the front runners in road racing. The company's race service will support over 30 riders using HJC helmets.



## HAWK RACING

- Hawk Racing will run Bennetts Suzuki's 2017 British Superbike Team racing the all-new GSX-R1000 with a two-rider line-up in the Superbike and also the highly-competitive British Superstock class.
- Running the new GSX-R – which boasts technology taken directly from Suzuki's GSX-R-MotoGP machine – Hawk Racing becomes one of only four superbike teams worldwide to be officially supported by the firm in 2017, joining the illustrious company of Endurance World Champions Suzuki Endurance Racing Team (SERT), Yoshimura AIMA Superbike team and the Yoshimura Suzuki Suzuka 8-Hour team.
- The Bennetts Suzuki team will run Frenchman Sylvain Guintoli in the Superbike class.
- The team has also retained the services of reigning Superstock champion Taylor Mackenzie, who returns to Suzuki after racing a GSX-R600 in the British Supersport Championship in 2013 and 2014.
- Additionally, a separate Buildbase Suzuki team will run Lee Jackson on the same GSX-R machinery.
- Hawk's road race campaign will see them reunited with Michael Dunlop.



## BOURNEMOUTH KAWASAKI

- Bournemouth Kawasaki has teamed up with JG Speedfit for 2017 to run the official factory-backed Kawasaki race campaign.
- The team will campaign Leon Haslam and Luke Mossey in JG Speedfit Kawasaki colours as it spearheads Kawasaki UK's assault on 2017 MCE BSB in addition to retaining 2016 British Sidecar champions Ricky Stevens and Ryan Charlwood.
- Stevens and Charlwood will continue to be HJC helmet ambassadors as they attempt to secure their third championship.



## TYCO BMW

- Oxford continues to back TYCO BMW, who will attack the 2017 Superbike championship with Davide Giugliano & Christian Iddon.
- Christian remains an Oxford ambassador, protected by Oxford leathers and HJC helmets.
- Ian Hutchinson will once again compete in both the Superstock championship and spearhead their road campaign.

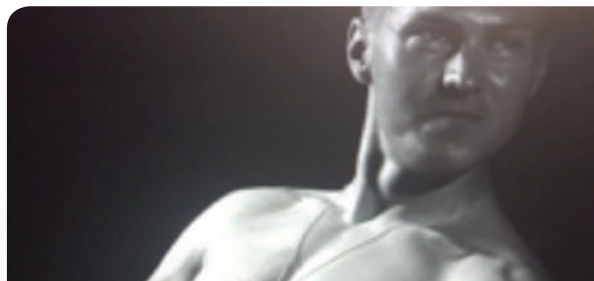


## CHRISTIAN IDDON

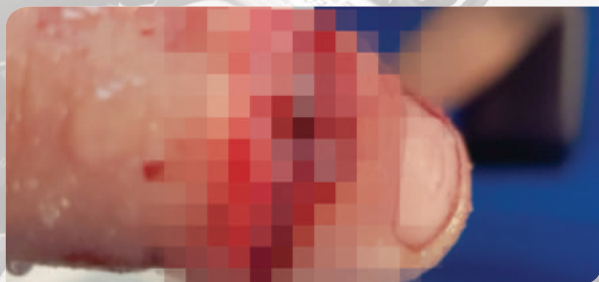
Wearing Oxford leathers & HJC helmets



A relative newcomer to tarmac, having won multiple British Supersport Championships in his early career, Christian Iddon joined TYCO BMW in 2015 and led the British Superbike Championship during the early rounds.



Better known for his openness and straight-talking than his modelling, Christian produces some excellent short video blogs after each round describing his weekend's work.



Having almost cut his finger off in a freak industrial accident, his championship challenge petered out mid-season before he and the team returned to form and to the front of the field at the end of the season.



Straight out of Stockport, Christian is never happier than when tucking into a bowl of porridge or downing a 'brew' ... except when making something on a building site, perhaps.



Christian returns to TYCO in 2017 with a clear opportunity to challenge for the BSB crown. Healthy competition within TYCO will come from new team-mate Italian Davide Giugliano and the no.24 rider relishes the chance to be Philip Neill's no.1 rider. Here he's pictured with team owner Philip Neill and his new team-mate.



Ever self-deprecating, his website tags him a 'complete loon' but he's clever too; his mantra "in the endless pursuit of success" is scribed in Latin on his leathers!

Find out more on Christian's swanky new website [www.christianiddon.com](http://www.christianiddon.com).



# OXFORD TRIED & TESTED

## OXFORD SUPPORT FOR CSS IN 2017

---

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," HJC has since launched the new RPHA 11 model...

Details of the 2017 schedule and courses available can be found at [www.superbikeschool.co.uk](http://www.superbikeschool.co.uk) or telephone **08700 671 061** for a brochure.





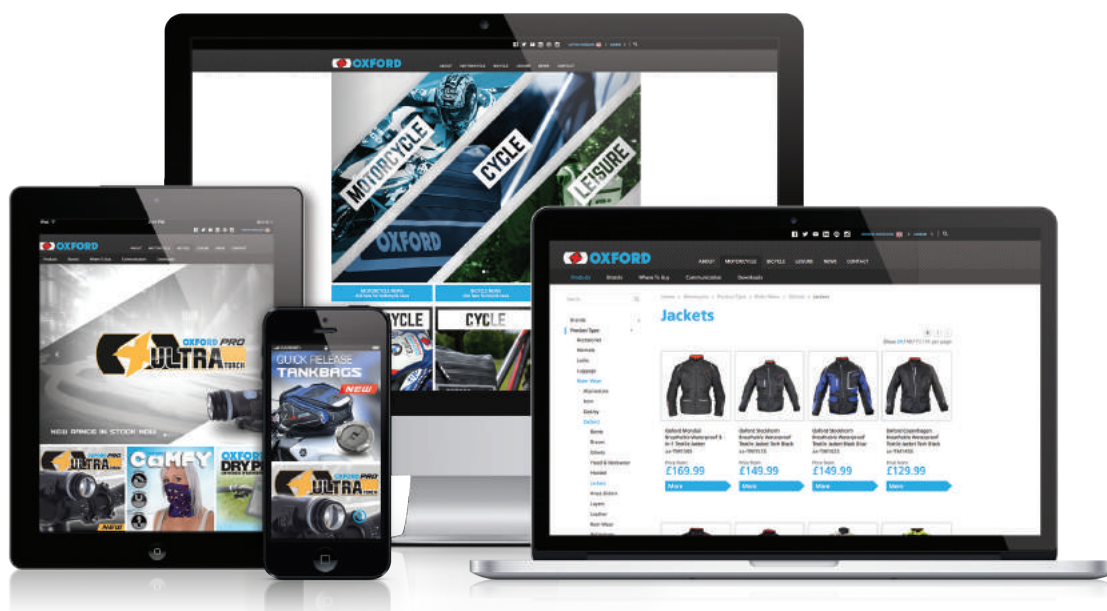


## IN ACTION...



# OXFORD ONLINE

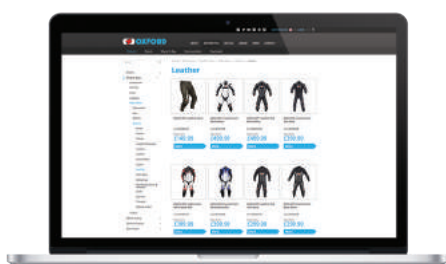
CHECK OUT OXFORD'S WEBSITE:  
[www.oxfordproducts.com](http://www.oxfordproducts.com)



## SIMPLE NAVIGATION

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 ONLINE CATALOGUE .....

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 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 .....

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! 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).



/OxfordProductsLtd



@OxfordProducts



OxfordProducts

# OXFORD

Essential Rider Equipment

**Oxford Products Ltd**

Witney, Oxon, OX29 0YA

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