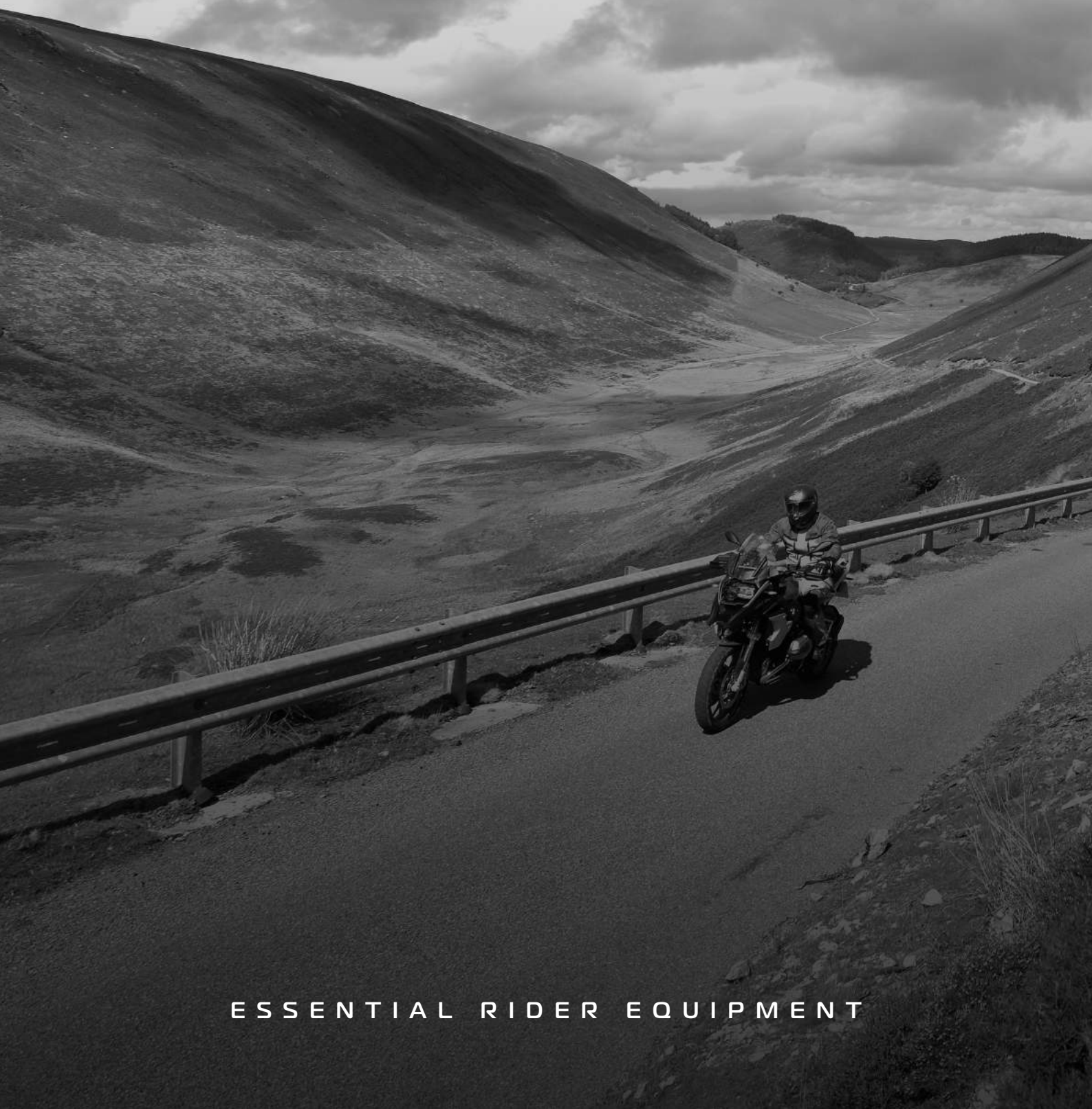




COMPANY PROFILE 2019



ESSENTIAL RIDER EQUIPMENT



# 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 100 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 160 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:



LARGE BUSINESS OF THE YEAR



EMPLOYER OF THE YEAR



RIDER PRODUCT OF THE YEAR



CALLY ROBSON TROPHY AS TOP FUND RAISER



SOUTH & SOUTH WEST FAMILY BUSINESS OF THE YEAR

Sponsored by The Family Firm Institute



RIDE BEST BUY



BEST BUDGET BUY



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:

- oxfordproducts.com / 3



# 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/contact/worldwide\\_distributors](http://www.oxfordproducts.com/contact/worldwide_distributors).

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



- 300 page product catalogue covering a vast range of 6,000+ 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



- 400+ 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, MINT cleaning 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, FLAER and ACROS



### 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...



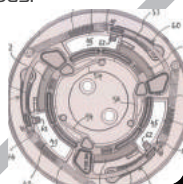
### 1 INITIAL SKETCHED CONCEPTS

2D Sketches



### 2 SCHEMATIC LAYOUT

Functional concept review



### 3 PATENT DIAGRAM

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

General arrangement, component details & tolerance analysis





## 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 PRODUCT TESTING

Products are put through their paces in our in-house testing facility



## 11 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



OXFORD  
FSDU



ALPINESTARS  
RIDERWEAR



OXFORD  
LUGGAGE



MUC-OFF  
CLEANERS





## OXFORD RIDERWEAR



## HJC HELMETS





# OXFORD IN STORE

FOR FULL DETAILS, CONTACT OXFORD PRODUCTS

## MERCHANDISING

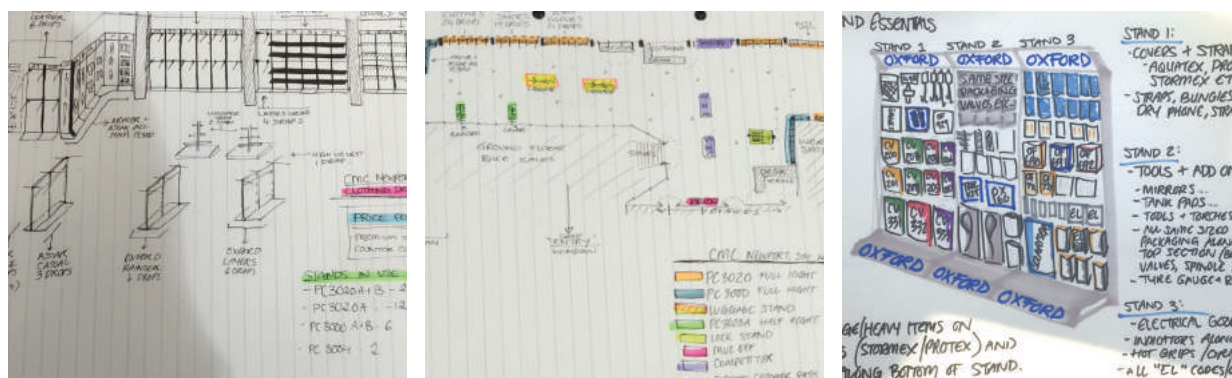
Oxford provides a wide range of attractive merchandising systems which display our products to their full potential.

Oxford in the shop...



COMFY DISPLAY STAND

## ON-SITE MERCHANDISING SUPPORT





# OXFORD IN STORE

FOR FULL DETAILS, CONTACT OXFORD PRODUCTS

## MERCHANDISING

The latest additions to Oxford's range of display systems...



OXIMISER & HOTGRIP DISPLAY STANDS



◀ HOTGRIPS  
DEMO UNIT  
PCHOTGRIP14

DISC LOCK ▶  
DISPLAY  
PCLOCK





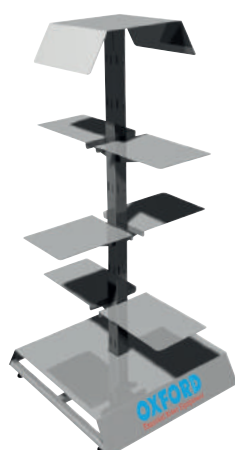
# OXFORD IN STORE

FOR FULL DETAILS, CONTACT OXFORD PRODUCTS

## MERCHANDISING SYSTEMS

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

LUGGAGE STAND



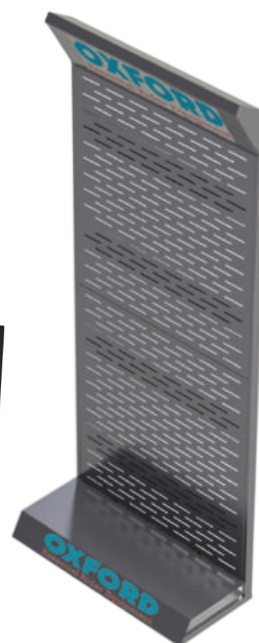
PC3016

ADVANCED FLEXIBLE  
DISPLAY



PC5010

WALL UNIT



PC3041/3042

ADVANCED ACCESSORIES  
WALL UNIT



PC5000



ILLUMINATED POS STANDS



M920



M241/2

FREE STANDING, SINGLE &  
DOUBLE SIDED JEAN DISPLAY



PC3060

# OXFORD IN STORE

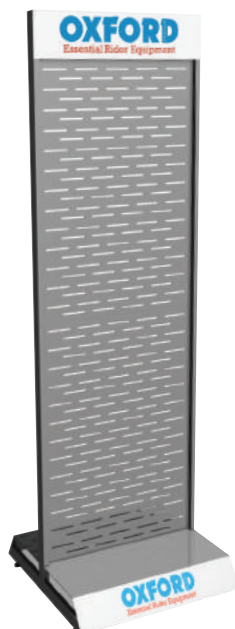
FOR FULL DETAILS, CONTACT OXFORD PRODUCTS

## CLOTHING STANDS



PC3020

## DOUBLE SIDED DISPLAY



PC3016

## ADVANCED CLOTHING UNIT



PC7000



## LEFT UPRIGHT

PC3031

## RIGHT UPRIGHT

PC3032

## DISPLAY SHELF BANNER & HEADER

PC3033

## CENTRE UPRIGHT

PC3034

## WINDOW BANNER SET

PC3035



# 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, Muc-Off and Slime.
  - HJC has its first world champion in Ben Spies in WSB, spurring the brand onto even greater things.
- 2011**
- 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".
  - 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 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.



# COMPANY TIMELINE

- 2014**
- 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!
- 2015**
- 2015 starts well with dealers voting Oxford as Distributor of the Year in both motorcycle trade magazines, British Dealer News and Motorcycle Trader.
  - Another record year is capped off by the 2014 Motorcycle News Distributor of the Year award.
  - 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.
  - 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 Laverty & 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**
- The year starts with a bang, eventually going on to maintain a three year unbroken run of record months.
  - Oxford buys Tri-Motive Ltd, a small specialist distributor of motorcycle brands based in Swansea, Wales. The Oxford Group of Companies concept is formed, with Oxford Products USA creating a triumvirate. Significant investment in much-needed stock and staff is rewarded by impressive growth all round.
  - In-house design capability goes up another gear, with the addition of a Compliance Manager, a Garment Technologist, a Technical Clothing Designer, another Graphic Designer and more experienced Product Category Managers. Product development and quality assurance are further enhanced by the development of a Product Test Laboratory.
  - The team celebrates the 25th anniversary of Oxford Team Ducati's last appearance at the Isle of Mann TT by recreating the team for the 2017 Classic TT. Despite having the best turned out team and good speed in practise thanks to rider James Hillier, a stray stone through the crank case put pay to the Ducati on lap two!
  - 2017 ends with each business from the Oxford Group of Companies enjoying record sales and profitability, both at home and abroad, providing the perfect platform for investment in growth for 2018 and beyond.
- 2018**
- Oxford invests to maintain its dominant position by launching a new concept of 'Advanced Accessories', with new premium packaging and fully LED-lit display systems designed to elevate the brand.
  - Oxford launches its first range of cleaning and maintenance products under the name "MINT"; the product is targeted at Oxford's international markets and is offered with a very smart, dedicated display unit.
  - The company makes plans to once again expand its Witney HQ, to accommodate further significant growth.
  - Oxford continues investment in the market by introducing its first laminate riderwear product as a part of the 'Advanced Rider Series' brand, and sells out instantly during the winter season
- 2019**
- Oxford will 'break ground' on their building expansion, designed to improve yet further their service to dealers and distributors.
  - Oxford invests in even more quality display units for the new Advanced Riderwear range.
  - Oxford Racing Ducati is launched and will be the first Oxford titled race team to race in the premier UK series in 25 years.



# 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. Christian Iddon and Tommy Bridewell are among the latest riders to have benefited from this passion and joins the likes of Bradley Smith, 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.



**BRADLEY  
SMITH**  
2009



**BOURNEMOUTH  
KAWASAKI**  
2014 - Present



**HAWK RACING  
BMW**  
2007



**JEREMY  
MCWILLIAMS**  
1991



**STEVE  
HISLOP**  
1991



**JOHN  
HAMMOND**  
1977-78





## OXFORD RACING DUCATI

2019



## ISLE OF MAN CLASSIC TT

2017-Present



## CHRISTIAN IDDON & TAS RACING

2015 - Present





# ON TRACK IN 2019

Oxford announces a record level of support for the top level of UK motorcycle sport. The iconic logo will adorn a new team, Oxford Racing Ducati and in addition, will be seen on 4 of the top bikes in the premier class of BSB, plus 2 of the front runners in road racing and an entire team at the Isle of Man Classic TT. The company's race service will support over 30 BSB championship riders using HJC helmets.



## ISLE OF MAN CLASSIC TT

Oxford Products and Celeres Racing teamed up to campaign their Ducati 888 in the Superbike F1 Classic TT, for the second year running in 2018. TT star James Hillier and newcomer Joey Thompson campaigned the Ducatis, continuing the celebration of 25 years since Trevor Nation, Robert Dunlop and Mark Farmer rode the Oxford Products liveried Ducatis, back in 1992/3. For 2018, the results were not what the team would have wanted but with a new approach in 2019, victory might well be on the cards. It certainly won the award for best turned out team in the paddock!



## TYCO BMW

- TYCO BMW return to attack the 2019 Superbike championship with Christian Iddon and the 2018 British Superstock Champion, Keith Farmer.
- The team will also compete to win the Superstock championship again, while there will be a plan to race on the roads as well.
- Christian remains an Oxford ambassador, protected by Alpinestars leathers and HJC helmets.



## BOURNEMOUTH KAWASAKI

- Bournemouth Kawasaki has teamed up with Quattro Plant and JG Speedfit for 2019 to run the official factory-backed Kawasaki race campaign.
- After winning the 2018 British Championship, the team has two new riders in Glen Irwin and new to the class, Ben Currie, to spearhead an assault on the 2019 British Superbike Championship. They will also retain 2016 British Sidecar champions Ricky Stevens and Ryan Charlwood, who will continue to be HJC helmet ambassadors as they attempt to secure their third championship.



## CALIFORNIA SUPERBIKE SCHOOL

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.

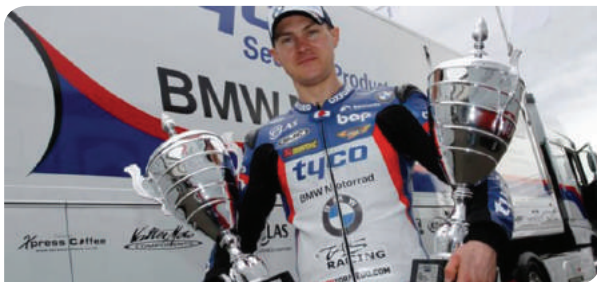


Oxford Products and Moto Rapido Racing have joined forces to create Oxford Racing Ducati to contest the 2019 Bennetts British Superbike Championship. The rider will be Tommy Bridewell, who will campaign the brand new 2019 Ducati Panigale V4R.

Oxford is a company that already has a rich motorcycle racing history dating back to the 70s with riders such as Robert Dunlop, Steve Hislop, Jim Moodie and Jeremy McWilliams, and have supported the discipline for many years. In 2018, Oxford had a supporting role in bringing the championship to JG Speedfit Kawasaki and Leon Haslam, so the time is right to step up to title sponsorship with a new team.

Of course, with the best domestic series in the world running over 12 rounds and at circuits all over the country and a race in Europe, it's important to be consistent so Oxford will still support long time partners Tyco BMW and Quattro JG Speedfit Kawasaki in 2019.

## CHRISTIAN IDDON

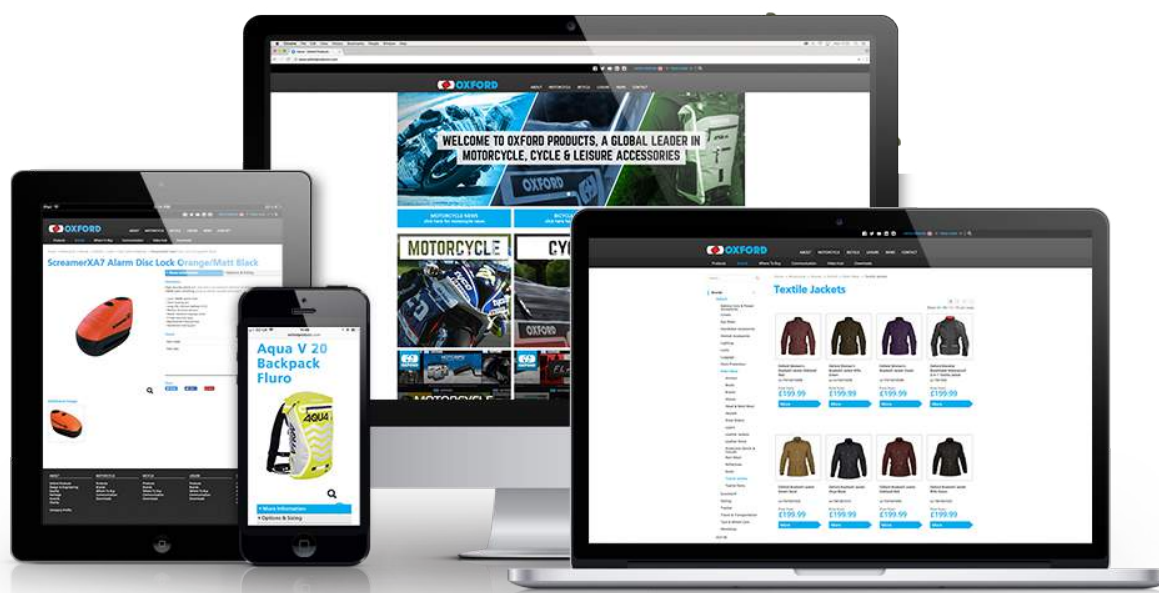


Long time HJC rider and Oxford ambassador Christian Iddon is the 'nearly man' in the British Superbike Championship. 7th place in 2017 and last year ending in 9th, the straight-talking, ex-Supersmoto champion Iddon is intent on success in 2019 and is again riding for Tyco BMW who will be campaigning the brand-new BMW S 1000 RR.



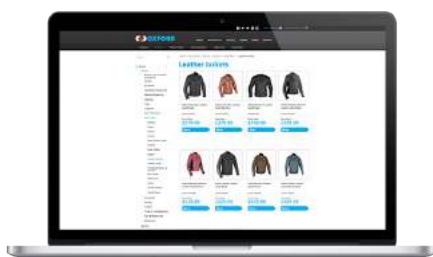
# OXFORD ONLINE

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).





oxfordproducts.com | Tel +44 (0) 1993 862 300



**FACEBOOK**  
/OxfordProductsLtd  
/OxprodCycle



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@OxfordProducts  
@OxprodCycle



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/OxfordProductsLtd