



## MOTODIRECT PRESS RELEASE MOTODIRECT APPOINTED ARAI (UK) DISTRIBUTOR

Dear Dealer

We are extremely proud to announce that as of 1st April MotoDirect has been appointed as the new UK Arai helmet distributor.

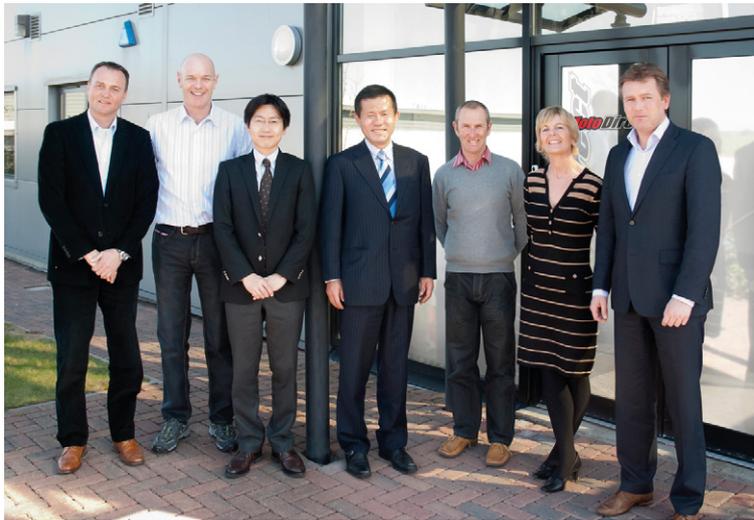
The addition of Arai to the global brands already represented in the MotoDirect portfolio reinforces MotoDirect's position as the UK's leading motorcycle clothing and helmet distributor.

With Phoenix distribution withdrawing from the market, Arai Helmet Europe sought a new distributor that could take over, and build on the excellent achievements of Phoenix, who have represented the brand in the UK for over 30 years.

After meeting the MotoDirect team and understanding our company philosophy and approach to brand development, Arai Helmet Europe made the decision that MotoDirect was their preferred choice to be the new UK distributor.



Mr Shigeyuki Harada (Vice President Arai Japan) and Debbie Bullock (MD MotoDirect).



From Left: Mr Ingmar Stroeven (MD Arai Europe), Roland Bullock (MotoDirect), Mr Kaoru Yoshimura (Export Manager Arai Japan), Mr Shigeyuki Harada (Vice President Arai Japan), Jonny Towers (Sales and Marketing Director MotoDirect), Debbie Bullock (MD MotoDirect), Mr Sander van de Water (UK Account Manager Arai Europe).

Ingmar Stroeven (MD Arai Helmet Europe) "The individual, personalized approach of Moto Direct immediately appealed to us. We strongly believe in the ability of Moto Direct to move Arai forward. As a highly respected distributor in the UK, MotoDirect adds additional value to the Arai brand. We are therefore confident that we will develop a long lasting, successful relationship."

Debbie Bullock (MD MotoDirect) "The opportunity to work with such a high profile and globally respected brand is something we are very proud of and we are confident that MotoDirect has the passion and skills to strengthen Arai's position as the UK's most desirable helmet brand."

Andrea Nalesso (Commercial Director of Dainese/AGV group) "We would like to congratulate MotoDirect on their appointment as UK distributor for Arai. The addition of such a high profile brand alongside Dainese and AGV will surely enhance MotoDirect's reputation and strengthen our position in the UK market."

MotoDirect will work closely with 2724/Phoenix during the transitional phase which will take place during the month of April, and both companies will strive to maintain customer service.

Please be assured that we are fully committed to retaining and building upon Arai's unparalleled reputation for service, quality and desirability, and to live up to our reputation as the number one distributor (MCN 2011 award).

Your sincerely

Jonny Towers

Sales and Marketing Director