



An introduction to Norton Motorcycles



Norton heritage

Norton returns, the name synonymous with the British sport motorcycling culture, and a brand that added enduring names to the motorcycle lexicon such as Commando, Dominator, and of course Norton Manx while dominating world road racing for decades. We embrace the passion and pride of Norton's heritage, with our eyes firmly fixed on the future. When the first Norton motorcycle, the 'Engerette', rolled out of the original Birmingham England factory in 1902, it was the birth of a lineage of motorcycles that shapes the motorcycle scene to this day. It's fitting that the new factory and world headquarters of Norton are based at the spiritual centre of British motorsport, the famous Donington Park racing circuit, so near the traditional heart of the British motorcycle industry in Birmingham. We proudly continue the legacy and assume the mission of designing, engineering and building motorcycles that reflect the best of this iconic brand; a brand that created some of the most stunning and competent road-going motorcycles ever produced.



Isle of Man – 1950 – Preparing for the Tourist Trophy race

Norton Motorcycles USA

Norton Motorcycles USA, formed in November of 2010, is a direct subsidiary of Norton Motorcycles (UK) Ltd. The two companies share the same management, resources and goals. Norton is currently producing motorcycles for the UK and European market, and is now ready to re-enter the U.S. market. Before introducing the bikes to the U.S., we will spend the first year developing the dealer network and putting the associated support systems in place. A strong well conceived dealer base is the key to a successful future.

Norton Motorcycles

A Norton is, and will always be a premium priced motorcycle with an emphasis on the quality of materials and attention to detail; designed and engineered for superior road manners and exceptional road holding. We are proudly British. More than 80% of a Norton's individual parts are 'Made in England', and combine with some of the best components that Europe and the USA have to offer. Our current Norton Commando line-up includes two models, each available in two versions.

COMMANDO ⁹⁶¹
Café Racer

- SINGLE SEAT
- DUAL SEAT

COMMANDO ⁹⁶¹
Sport

- SINGLE SEAT
- DUAL SEAT



Commando 961 - Café Racer - single seat

Engines

Although the new Norton 961 engines remind us of the forward canted twins of the Norton models from the 60s and 70s, the new engines have been designed and engineered in the 21st century. Today's Norton 18° Canted Twin features:

- Hydraulic valve actuation
- Roller rocker arms
- Dry sump
- Gear driven counter balancer
- Cassette gearbox
- 270° billet crank
- Knife-edged forged connecting rods
- Computer controlled fuel injection.

Engine cases and barrels are cast in England of LM25 alloy, as are the LM4TF alloy cylinder heads. Engine Control Units are by Omex in Cheltenham UK, and throttle bodies are by Jenvey Dynamics in Shropshire UK.



961 top end



Commando 961 Sport

Chassis and running gear

The Norton reputation for superior road-holding is legendary, and continues by building a chassis of the finest materials with real world geometry and settings. Norton frames are crafted from cold drawn $1\frac{1}{8}$ inch, .080 wall thickness Chrome Moly 4130 steel and benefit from a multi stage coating process specified to resist up to 1000 hours of salt spray corrosion resistance, which is approximately 4 times the industry standard. The Backbone of the frame also acts as the oil reservoir for the dry sump engine. The triple screw lower fork crowns and double screw upper crowns are CNC machined from billet alloy in our Donington Park factory, as are other ancillary components.

Road manners are further enhanced by employing confidence inspiring and fully adjustable Ohlins suspension both front and rear, while braking tasks are handled by premier Brembo Gold Line radial callipers, discs and master cylinders.



Ohlins FG511 forks and Brembo radial callipers



Ohlins 36PRCLB Rear Shock



Setting records

To prove that the new 961 Commando is as capable as it is beautiful, we headed to the famous Bonneville Salt Flats, and on September 1st 2010 with British journalist Sir Alan Cathcart in the saddle, Norton set the World Land Speed Record in the pushrod 1000cc production class at 129+mph. To further underline Norton performance, our owner and CEO Stuart Garner, did his part to make some history by piloting our latest Norton NRV 588 race bike to the World Land Speed Record for a rotary powered motorcycle with a speed of 178+ mph.



Garner and the NRV 588 – Bonneville Salt Flats – September 2010

Future models

The 961 powered Commando series will endure for many years, and will continue to be produced in the existing model line, plus new specialty model offerings. Norton will introduce new direction Norton models that will utilize the Norton 18° Canted Twin, but also new engine configurations and forward thinking designs currently in development.



Michael Dunlop – Isle of Man – testing a prototype Commando

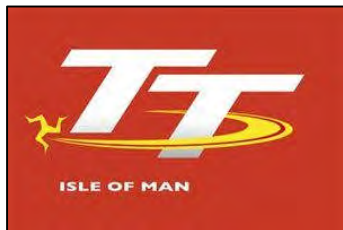
Racing

Norton will race because racing is an essential part of our make-up – past, present and future. As in the past, Norton will make street specific and race specific motorcycles. Often, what is learned and developed on the track can be applied to street bikes, but when racing at the world class level, they are distinctly separate endeavours. To confuse the two will only compromise both.



Norton NRV 588 – Isle of Man

Development of the Norton NRV rotary race bikes continues as are engines and chassis to compete in exciting venues like the Isle of Man and conventional race series such as MotoGP. To confirm our serious intent we have two provisional 'slots' for the MotoGP series. No time frame has been announced for the MotoGP adventure, but our entry will be determined by development and funding. We assure you that standard production will not be funding our racing



efforts. Our formula will be to have a long term sponsor with a team lead by a seasoned veteran to develop the bike, and a go-faster fearless youth to examine the limits of reasonableness.





The new expanded Norton factory facilities take shape

1 July 2011 -- Norton Motorcycles (UK) LTD has just completed our agreement to develop larger facilities, and secured our long term future at Donington Park Grand Prix Circuit. The new Norton factory plans form a major part of Donington Park's multi-million pound renewed development of the race circuit facilities and track. This circuit, so steeped in British motorcycle history, makes it a superb base for Norton. We have received tremendous support from Donington Park in finalizing and agreeing to this important expansion to our factory and world headquarters.

