

# Discovering The Open Road

Advertising Feature



## Selling bikes for more than 80 years and still going strong

GD BROWN Motorcycles is celebrating more than 80 years in business, selling motorcycles of all shapes, sizes and styles.

The company was started by GD Brown in 1926 and since taking over in 1996 after the founder passed away, motorcycle enthusiast Simon Huber has reverted part of the business back to selling scooters.

Scooters are nothing new at Godalming's GD Brown. It first sold them back in 1952 and became the first UK dealer to stock Vespas, at the time built under licence by the Douglas Aircraft Factory in Bristol.

GD Brown still sells the prestigious scooters which emulate their predecessors with the retro range which has proved a remarkable sales success.

Recent increases in petrol prices have seen a rise in scooter sales, as a cheaper form of transport. GD Brown is in the top 10 of the Piaggio sales charts out of the 80 UK dealers.

Its sales achievement during the past 12 months has not gone unnoticed by Piaggio, which recently sent some of the GD Brown staff on a skiing trip to Austria.

Piaggio's Gilera brand includes the show-stopping Runner scooter-come-motorcycle, along with the new Piaggio LX retro model.

Most models are twist-and-go fully automatic and sizes range from 50cc to 800cc. Prices start at £999 for the entry level, suitable for 16-year-olds and commuters alike.

GD Brown also holds the Derbi dealership for Surrey and is number one for UK sales. The range includes the popular Derbi Senda 50cc learner legal Enduro, Sports and Super Moto style bikes which

are popular with teenagers.

At least one of each model and colour is always in stock and the company has complete workshop facilities and spares back-up.

To cope with increased demand, GD Brown has appointed Lee Wolfe to look after Piaggio and Vespa scooter sales. Lee comes from a Porsche main dealer background where customer care is paramount and was the perfect choice for continued sales growth at GD Brown.

To celebrate more than 80 years of service, the owners have refurbished the premises, adding a first floor to the showrooms dedicated to scooters and learner legal motorcycles.

GD Brown also caters for those who prefer

proper motorcycles and stocks a good selection of new and used sports and touring machines

It has a unique service for those who wish to dispose of a motorcycle or scooter and do not want all the hassle. The sale or return scheme has been set up to sell the bike on a sale or return commission basis.

This normally achieves a far higher price for the seller as the bike shop can offer far more facilities to the potential customer, such as finance or part exchange, etc.

Over the years the firm has moved with the times and has its own website at [www.gdbrown.com](http://www.gdbrown.com), which shows stock with a constant updates.

This has proved popular with new and existing customers and the company has just installed

the latest computerised MOT equipment, run by inspector Jon Strutt.

The workshop is operated by factory-trained technicians and headed by Peter Blackwell, who has more than 35 years' experience of servicing and repairing most makes and models.

GD Brown Motorcycles is proud that it has been in business for more than eight decades and the main priority is still customer care and satisfaction.

The outside still looks the same as it did 80 years ago but the inside has been totally refurbished and brought up-to-date. You will find the showrooms and workshops half a mile from Godalming town centre on the A3100 Guildford Road. GD Brown can be called on 01483 427979.

## Take a look at latest models

THE Motorbike Shop is Hampshire's No 1 premier Yamaha dealership, where you can see the very latest Yamaha models from the 2008 range, official Yamaha clothing and genuine accessories, including the new range of Yamalube oils.

You can try out 2008 demonstrators and come along to view or buy from our great range of quality used motorcycles (part exchanges always welcome). By the time you read this, they'll also be on the web at [www.themotorbikeshop.com](http://www.themotorbikeshop.com).

The Motorbike Shop aims to "do what it says on the tin". It sets out to provide everything to do with motorbikes. This includes the customers, quality offers and activities with ride-outs, etc.

1st Gear Motorcycle Training Centre is two doors up the road and a biker-friendly café is nearby, which will open for us whenever it is necessary.

The Motorbike Shop is owned and managed by Dean Hemmings, formerly director of Infinity Motorcycles (next door)



You will find the Motorbike Shop in Lynchford Road, Farnborough.

and Motorcycle City, who has 30 years' experience in the industry.

If you are planning to finance your next bike, check out the dealership for some cracking deals. These include 0% on most of the 2008 Yamaha range plus we're willing to bet you won't find tyres at a better price, fitted free to loose wheels.

There is a top quality

service department with the latest equipment and, of course, fully trained technicians who are top of their class and who care about the machines they work on.

Visit the new website where you can book your service online. While you're on there, take a few minutes to browse the online store, where you'll find the latest perform-

ance accessories from leading manufacturers such as R and G, Datatool, Akrapovic, etc.

The Motorbike Shop is just off the A331 in Lynchford Road, Farnborough, GU14 6HG. Call 01252 400000 if you get lost, want a test ride or have any questions about motorbikes.

The staff look forward to welcoming you.

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

The **MOTORBIKE** Shop

**08 YAMAHAS 0%\***

- Demonstrators available
- Service Centre
- Factory Trained Mechanics
- Fantastic Tyre Prices
- Performance parts stockists
- Amazing choice and range of used Bikes

\*Call for details

**Tel: 01252 400000**

Opening Hours: Mon-Sat: 9am-6pm, Sun: 10am-4pm

149-151 Lynchford Road, Farnborough, Hants, GU14 6HG

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| <p><b>TPFT Insurance</b><br/>for only <b>£99</b><br/>on Piaggio Fly 125cc*</p> <p><b>Zip 50cc</b><br/>now only <b>£999 OTR*</b></p>   | <p><b>TPFT Insurance</b><br/>for max <b>£149</b><br/>on all Vespa 50cc models*<br/>Finance offers available<br/><b>10.3% APR Typical</b><br/>on Vespa LX 50cc and Vespa LX 125cc^</p> | <p><b>TPO Insurance</b><br/>for only <b>£99</b><br/>and <b>TPFT</b><br/>for max <b>£199</b><br/>on Piaggio NRG 50cc and Gilera Runner 50cc models#</p>                      |
| <p>Finance Offer, LX 50cc: OTR £1899, £75 deposit, 1st payment of £174, 23 monthly payments of £75, final payment of £120, total amount payable £2094. <b>10.3% APR TYPICAL</b></p>   |   |   |
| <p>For more information on offers and models please contact your local dealer:<br/><b>G.D. Brown Motorcycles</b><br/>12 Meadrow, Godalming GU7 3HN<br/>Email: <a href="mailto:simon@gdbrown.com">simon@gdbrown.com</a> Web: <a href="http://www.gdbrown.com">www.gdbrown.com</a><br/>Tel: <b>01483 427 979</b></p> <p><small>*1 year Third Party, Fire &amp; Theft insurance for max £149 on Vespa S 50, Vespa LX50 and Vespa LXV 50 and for max £249 on Vespa S 125, Vespa LX125 and Vespa LXV125 for ages 25 years and over only. Low premiums and excesses available for 16-24 year olds. *Recommended on-the-road price. #1 year TPFT insurance for max £99 on Piaggio Fly 125cc for 23 year olds and over only. #1 year Third Party Only insurance for £99 on Piaggio NRG 50cc and Gilera Runner 50cc and TPFT for max £199 for 16-24 year olds. *Finance subject to status. Finance through Black Horse Ltd, 62 Player St, Nottingham NG7 2FY. Ask your Dealer for details. To be eligible for these offers, all scooters must be purchased new from an authorised Piaggio dealer in the UK and registered for the road between 1st February and 30th April 2008.</small></p> |   |   |