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Havoc Motorcycles and Wild West Motor Company

Havoc Motorcycles and Wild West Motor Company announce partnership

Having acquired Apollo Choppers two years ago, Wild West Motor Company CEO Jim Winn has struck a co-marketing and joint distribution partnership with Havoc Motorcycles of Charlottetown, Prince Edward Island, Canada.



The objective of the alliance is to "extend the reach of both brands across North America. The vision of both companies is the same," said Winn of the Buckner, Kentucky based company. "We both build extremely powerful exotic motorcycles by hand with the highest quality components, with no compromise in style, beauty or attention to detail. It's about working together to bring our passion for building them to riders whose passion is riding them."

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"The models are complementary," said Dr Jarrod Wiener, President of Havoc Motorcycles. "Wild West manufactures the "Gunfire," an exotic pro-street based on a drag bike frame, and the "Dragoon" chopper-style motorcycle. Havoc's models are custom baggers. By working together we can offer dealerships a variety of styles under the same assurance of quality."

Havoc's models include three stretched baggers - the "Wildcat," "Slayer," and the flagship "Iron Flight: Mike Tyson Special Edition," built under license from the iconic boxer and entertainer.

Under the agreement, the Wild West models will be added to the Havoc catalog, and the Havoc models will be added to the Wild West line-up for co-marketing and shared distribution. "We're bringing independent motorcycle dealers an expanded range, a simple ordering process and streamlined logistics under a single commitment to excellence," said Winn.

www.havoc-motorcycles.com
www.wildwestmc.com

Posted by DealerWorld at 02:38



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