

CA Auto Finance Announces New Partnership with Norton Motorcycles

CA Auto Finance, the UK entity of the international CA Auto Bank group, has announced a new financial partnership with Norton Motorcycles, the iconic British motorcycle manufacturer.

The collaboration marks a significant step for CA Auto Finance as the company expands its footprint in the two-wheeled vehicle market, bringing its expertise and extensive catalogue of finance plans to support Norton's nationwide sales partners and UK operations.

Through the partnership, CA Auto Finance will launch Norton Motorcycles Financial Services, a dedicated brand offering a comprehensive range of finance products tailored to meet the needs of both individual customers and Norton's retail partners. Flexible and affordable financing options will enable customers to make their dream of owning a Norton motorcycle a reality. From retail financing solutions, which allow customers to spread the cost of their new motorcycle over time, to dealer and wholesale financing, the partnership will support Norton's growth and customer satisfaction.

Christian Gorton, Marketing Director at CA Auto Finance, said: "I am thrilled that this partnership signals our growing presence in the two-wheeled market. Norton Motorcycles is a prestigious, historic brand that values attention to detail in a way that matches our portfolio. This is a great win for us, and I look forward to working with the team at Norton Motorcycles to deliver for their customers.

"For CA Auto Finance, this partnership is about more than just providing financial services; it's about enhancing the overall customer experience and supporting Norton Motorcycles in delivering excellence to their riders. By offering a seamless, integrated financing experience under the Norton Motorcycles Financial Services banner, we are helping to make the thrill of riding a Norton more accessible to enthusiasts across the UK."

Chris Bexon, Head of Sales at Norton Motorcycles, said: "We are delighted to be partnering with CA Auto Finance. We chose to work with CA Auto Finance not only because of the diverse finance options they can offer to consumers, making our products more accessible than ever, but also their commitment to delivering unparalleled customer service. CA Auto Finance has long demonstrated the quality of their work with other premium brands, and we are looking forward to continuing that pattern of success with them."

To learn more about our partnership and the finance options available, please visit www.nortonmotorcycles.com.

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About CA Auto Finance



CA Auto Finance is a universal bank, wholly owned by Crédit Agricole Personal Finance & Mobility, which operates as an independent and multi-brand player in the vehicle financing and leasing and in the mobility sector. CA Auto Bank provides a complete range of credit and rental solutions and insurance services. Loan, lease and rental and mobility financing products provided by CA Auto Bank are specifically designed for the sale networks, for private customers and corporate fleets. CA Auto Bank has a presence in 18 European countries (Austria, Belgium, Czech Republic, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Norway, Netherlands, Poland, Portugal, Spain, Sweden, Switzerland and the United Kingdom) and in Morocco, directly or through branches, with a total of over 2,600 employees.

For more information

<https://www.ca-autofinance.co.uk/>

About Norton Motorcycles

Norton Motorcycles was founded in 1898 as a manufacturer of fittings and parts to the two-wheel trade.

Norton Motorcycles went on to become one of the most iconic British motorcycle brands, manufacturing famous models such as the 650SS, Atlas, Commando, Dominator, Manx, Navigator and more – constantly innovating in motorcycle technology, with features advantageous for lightness and strength in motorcycle racing. Norton Motorcycles has an unrivalled history in motorsport and the brand name is synonymous with Isle of Man TT racing.

In April 2020, Norton Motorcycles was acquired by TVS Motor Company, India's third-largest motorcycle manufacturer. Under the leadership of TVS, Norton is based out of a new manufacturing facility in Solihull, West Midlands, building British motorcycles in England using traditional hand-crafted techniques with modern day machinery for consistently high quality.

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