



GRAHAM MATCHAM

Chairman 2014 – 2016

Born in September 1965 in the small village of Langley on the edge of the New Forest, Graham has travelled far but never really moved far from home.

Educated at Hardley School in the New Forest with a passion for participation in any activity available meant a busy lifestyle right from the start. Sport, Theatre, music, adventure were crammed into any available space possible.

Early experimentation with motorcycles led to two crashes on friends bikes which gave the feeling that maybe this was not for him.

After just a few years of further education at Totton College Graham was eager to get to work and was appointed Store Manager at a sports retailer in the Southampton area utilising his knowledge and interest in a wide range of sports.

With enthusiasm for travel Graham moved into the field of direct sales firstly with Dunlop Hiflex the hydraulic division of the then British Tyre & Rubber, and then moving to Avon Tyres where the interest in motorcycles really began.

Avon Tyres budget was usefully directed towards some rider training leading to a full motorcycle license for Graham, finally putting to rest the demons of the past. This new qualification was celebrated with the purchase of a Honda CBR600 FN.

Promoted to head of the motorcycle division within Avon Tyres gave Graham the opportunity to travel the world. Enjoying riding many types of bikes whilst steadily improving the footprint of the UK manufactured brand Avon around the globe.

Graham served as a board member of the Motorcycle Industry Association at this time.

After 10 years of exhausting international travel Graham was presented a new opportunity which would allow him to focus on his home market and with a new developing brand Continental Tyres. As UK brand manager he continues a hectic schedule of sales and marketing activity across the UK and has developed a new passion for riding motorcycles off road.

Currently riding heavily branded BMW R1200GS
Latest Off Road Bike KTM 250 EXCF

Graham was introduced to "The Club" by retired colleague Alan Blake and has enjoyed some fabulous weekends with like-minded gentlemen. He has been proud to organise 2 club runs in the South West of England and looks forward to maintaining the strong traditions of "The Club" as chairman through 2016.