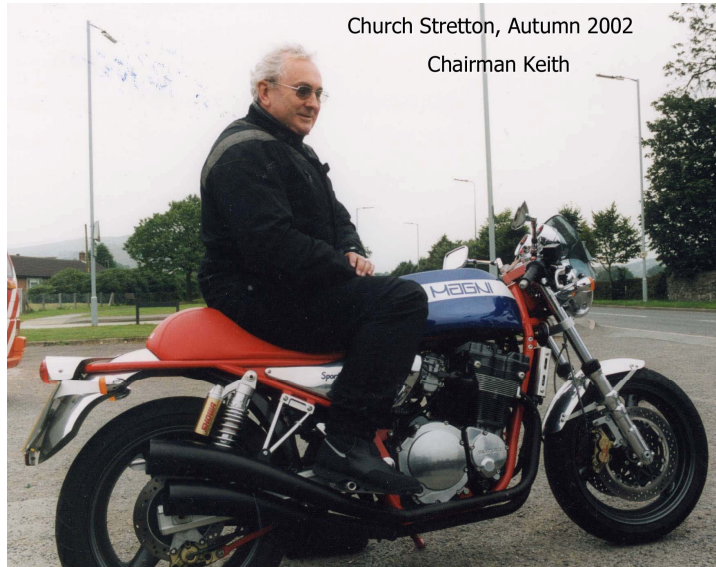


# KEITH LOUIS DAVIES

Chairman 2002-2005

Keith was born in **1942** in Stourport-on-Severn

Educated first at Wollaston Church of England School then at Halesowen Grammar School



Church Stretton, Autumn 2002

Chairman Keith

## CAREER HIGHLIGHTS

<b>1958</b>	John Lewis Department Store Birmingham - Sales Assistant
<b>1965</b>	Kidderminster Motor Cycle Mart Salesman
<b>1969</b>	Weetabix, Area Salesman, Sales Trainer, Area Sales Manager
<b>1973</b>	Smiths Industries, Clock and Watch Division-National Sales Manager.
<b>1975</b>	Joined Moto Guzzi Concessionaires U.K. Ltd., (a newly formed division of Coburn & Hughes of Luton) to set up a U.K. Dealer network initially for Moto Guzzi, & develop the existing Ducati dealer network.
<b>1977</b>	Harley Davidson added to the C & H portfolio.
<b>1980</b>	Purchased Three Cross Motorcycles Ltd. then main dealer for Moto Guzzi/Ducati/Harley Davidson.
<b>1982</b>	Took over U.K. distribution for Laverda.
<b>1987</b>	<b>The start of 15 years of growth and expansion – and hard work!</b> 1987 – Southern area Ducati Importer/ distributor, 1989 – Cagiva Importer, 1995 – Peugeot Importer, 1997 – MV Agusta Importer, 2002 – Sachs Importer, 2003 – Benelli Importer, 2005 Moto Morini Importer
<b>2009</b>	August 25 <sup>th</sup> . Retirement and handed reins over to Richard Davies