



Dan Sager - Chairman 2016-2018

Born in Bristol two years after The Club was founded, Dan's passion for motorcycles was kindled while a pupil at the city's Cathedral School in the 1980's. All the 'cool kids' were part of the Mod revival and, being decidedly uncool, Dan decided to become a rocker. This would require a motorcycle and, aged 17, he persuaded his father to invest in a second-hand Honda CG125, while his mother (who disapproved of such things) was on holiday.

One of the first riders to take the newly-introduced 2-part test, Dan headed off to University College Cardiff to read History & Classical Studies on a Suzuki GP100 and returned on a Suzuki X5. His working life began with Oddbins, where he sold (and drank) wine, and soon he moved to one of their Oxford shops, on his BSA B25. After a brief spell at Majestic Wine Warehouses, where he learned to drive a forklift truck, in 1989 Dan answered an advertisement in the local free paper for a trainee management position at Oxford Products and began his career in the motorcycle industry.

Oxford Products was growing quickly and by the early Nineties Dan was Director & General Manager, which meant representing the company at MCIA meetings at Starley House. During this time his taste in motorcycles veered wildly, from a Honda GL1000 Gold Wing to a Yamaha TDR250.

In 1996 Dan decided that it was time to start his own business and focus on the activity that he enjoyed most - public relations. The Fabulous Biker Boys - named after the 1989 romantic comedy starring Michelle Pfeiffer - was unusual in that it specialised in public relations in the motorcycle industry. This formula has proved successful and 21 years later the business still retains two of its original clients, among the dozen companies represented.

Dan served as a director of the MCIA for three years, representing the accessories manufacturers, alongside Norman Hyde. It was during this time that Norman introduced Dan to The Club and he was accepted as a member in 2001. Dan lives in Witney with his wife and two daughters.