



News Release: Venhill® Brakes into the USA

Release Date: Immediate (April 9, 2009)

From: Forward Gear LLC, USA

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Venhill® Brakes into the USA

Venhill's British-made braided stainless steel brake and clutch lines will be available in America with the arrival of Venhill USA™.

Venhill USA will promote, sell, and support Venhill® brand braided stainless steel brake and clutch lines throughout America as a dedicated division of the Forward Gear™ distribution and marketing company.

Chris Wilson, President of Forward Gear: "Venhill is a trusted and popular brand in Europe that is essentially unknown in the United States. We will work hard to promote the Venhill brand within the American motorcycling community."

Max Adams, Managing Director of Venhill Ltd.: "Venhill are pleased to have dedicated representation in the United States. We have had some exposure in the U.S. through a partnership with Parts Unlimited® in which we manufacture the hoses they sell under the Moose® brand name. We are continuing that relationship and launching Venhill USA to promote the Venhill brand. After so many years of success in Europe, it made sense to expand into the U.S."

Some cool things about Venhill lines:

- Polished stainless steel swivel ends ensure a precise, twist-free fit
- Every hose is pressure tested to 1500psi
- Approved by both the TÜV (Germany) and DOT (USA)
- Line kits include all fittings, washers, and Venhill-design dome top bolts
- Protective coating is extruded onto the hose and is available in clear or 10 color options
- Inner hose is authentic DuPont® Teflon® not generic PTFE
- Available in standard or custom lengths
- Fittings come in chrome or polished stainless steel
- MX/Enduro front lines include protective fork tubes and master cylinder fitting roost guards

Visit the Venhill USA website, www.venhillusa.com, to learn more about Venhill and Venhill products.

About Venhill Ltd: Founded in 1971 by Chris Ventress and Colin Hill, Venhill is a class leader in the manufacture of high performance control cables and hydraulic lines for use on motor vehicles. Venhill is an ISO 9001-2000 certified manufacturer and Venhill hoses are approved by both TÜV (Germany) and DOT (USA). Learn more about Venhill at www.venhill.co.uk.

About Venhill USA: Venhill USA handles the promotion and sale of Venhill branded products in America as a dedicated division of Forward Gear LLC. Venhill USA is proud to deliver the quality and performance of Venhill products to riders in the US. To learn more, visit www.venhillusa.com.

About Forward Gear: Forward Gear is a distribution and marketing company working primarily in the motorcycling and automotive industries. Forward Gear builds success by creating a synergy and balance between supply and demand. Learn more about Forward Gear at www.forwardgear.biz.

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