



**CASE STUDY:
NORTON MOTORCYCLES,
SOLIHULL, UK**

A NEW HOME FOR AN ICONIC BRITISH BRAND

In November 2021, Norton officially opened the doors to their new home in Solihull, following the purchase of their brand by TVS Motors. Dura, in partnership with distributor ProBike, were delighted to provide the high-quality workshop which took pride of place within this exciting, modern facility.



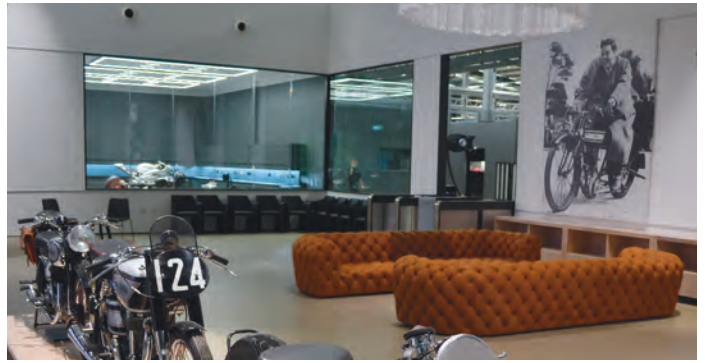
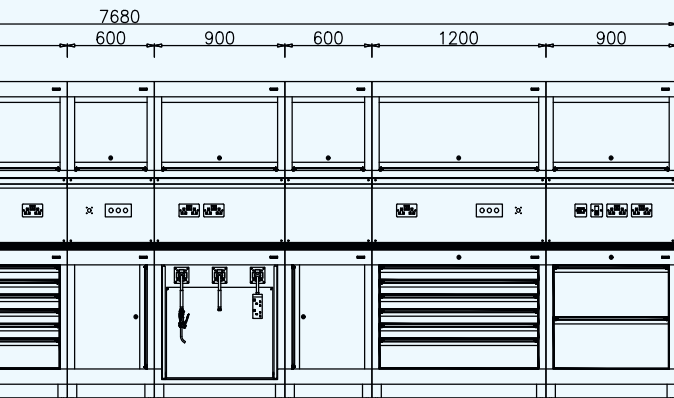
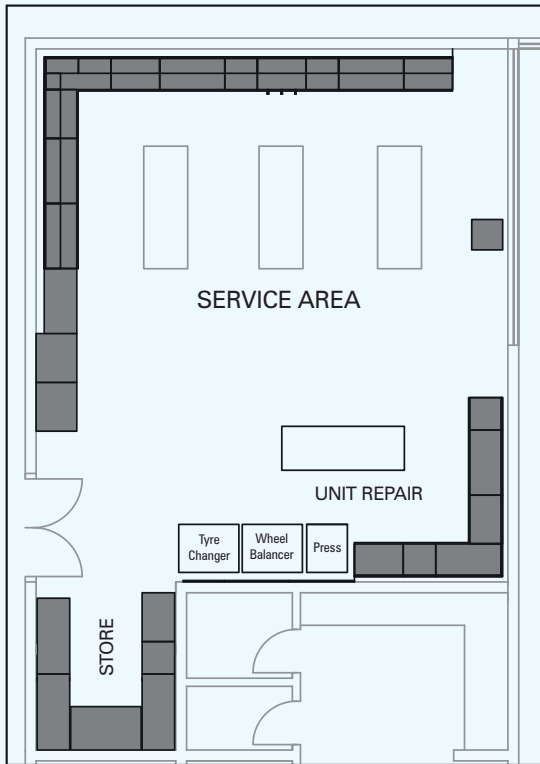
Norton Motorcycles Headquarters, Solihull

THE BACKGROUND

Indian company TVS Motors are the sixth biggest bike manufacturer in the world and part of the £6.2 billion-plus TVS Group. In April 2020 they bought the Norton brand for £16m and embarked on a package of investment which saw the historic name return to its roots in the West Midlands. Over 100 jobs were created, as they sought to rebuild production to supply a loyal global fan-base and attract new customers.

With a mantra of *'The Legend Re-imagined'* and guided by a design-led philosophy and quality assurance programme, Norton began fine-tuning their range and implementing a long-term product plan to secure an indomitable future.

THE PLAN



The Service Area viewed from Reception

THE DESIGN

The new 73,000 sq.ft. facility in Solihull is key to the brand's resurgence. Furnished with leading edge equipment, the new headquarters provides capacity to manufacture up to 8,000 motorcycles per year. Norton engines are hand-built and developed within a clean room environment, with HEPA filters to eliminate contamination. This provides uncompromising quality at every stage of production, something which the iconic British name has built its reputation on.

Framed by an extensive viewing window, the workshop service area is a key feature for visitors as they arrive at Norton's showroom.

Working closely with the stakeholders, Dura's team engineered a design which not only provided a streamlined working environment for the Norton technicians but blended beautifully with the building's impressive design language – creating a sense of theatre for customers as they immersed themselves in the brand's history.



Service Area



Unit Repair Area



Service Area with integrated water, air, power and IT communication

The workshop comprises of 4 customised scissor lift tables, surrounded with everything from Dura that a high-end Norton service engineer could need.

Services are fully integrated, with water, air and electrical reels housed within custom-painted furniture, beneath a premium composite worktop. IT communication, lift controls and power points are positioned below high-level storage, with ample surface lighting for comfortable working conditions. Store cabinets are located for ease of access, with hazardous products stowed carefully with a special COSHH unit.

THE RESULTS

The workshop, as part of the new facility, represents the next step on Norton's iconic journey from the early 1900s to the 21st century – and underlines their determination to secure continued success for the next 100 years.



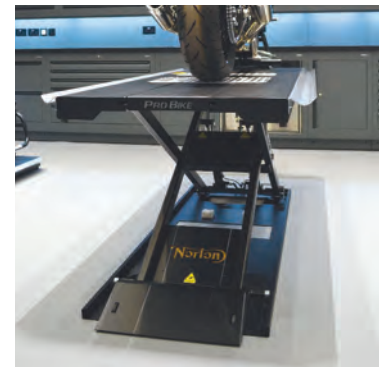
Continuous workstations



Unit Repair Area workstation



Store with COSHH cabinet



Customised lift table



Photo: Norton Motorcycles

PROJECT NOTES

This project included the following key features:

- Tool storage
- Charging cabinet
- Waste disposal
- Bespoke integration of controls and services
- Concealed parts washer storage
- Integrated COSHH
- Separated heavy work area
- Integrated Zumtobel lighting controls
- Colour matched to interior decoration
- 'Black pack' accents
- Matched wall panels

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