**HERALD MOTOR CO. LAUNCHES BRAT 125 AT MOTORCYCLE LIVE**

**15th November 2019 – Huntingdon, Cambridgeshire:** Herald Motor Co. a motorcycle manufacturer and importer based in Cambridgeshire, will be launching the Brat 125 at Motorcycle Live.

Designed by the Herald team, the Brat is the latest addition to their range and has an attitude to match its rugged looks. Available in military green, iron grey and copper, it comes with a digital dash, LED lights, monoshock rear suspension and a premium stainless-steel exhaust.

Gareth Williamson, Lead Design Engineer at Herald, said: “When we looked at designing the Brat, we wanted to create something unique to Herald. In the past we have imported more classically-styled motorbikes but this time the styling was down to us. We stripped the look back to bare essentials, working with a clay model to link the lines of the frame with the minimal bodywork, drawing inspiration from Brats, Streetfighters and Scramblers from yesteryear. Flat bars and trail ready tyres set the stance and a stainless-steel exhaust system, brushed Aluminium fenders and 7” LED headlight complete the look. We have already received a lot of interest in the bike and it feels like a step in the right direction towards our goal of designing and manufacturing motorbikes in Britain”.

The Brat 125 was first showcased at Motorcycle Live last year and is now available to purchase from Herald’s network of authorised dealers. It comes with a 2-year parts and 1-year labour warranty, as well as 2 years RAC breakdown cover and has an RRP of £2,999 + OTR. Herald also plan to launch a 250 version of the bike, which will have an RRP of £3,499+OTR.

As well as the Brat 125, visitors to the Herald stand at Motorcycle Live will have the opportunity to see the latest prototype of the Brute 500, which includes an updated engine, a new exhaust and new brakes. Inspired by the racetrack but built for the road this bike is their own modern take on the street tracker and has been designed, engineered and built in house from the ground up. Featuring a single cylinder four-stroke 449cc engine, the first prototype was exhibited at Motorcycle Live last year. Since then Herald has optimised the design ready for manufacture and is working on production samples with the bike’s release expected in early 2020.

The Brute Flat Tracker will also be on the stand, developed specifically for racing this version of the Brute will be on show in the UK for the first time. With 19” wheels, flat track tyres and a number board, the headlight and front brakes have been removed to make it ready for the track.

Continuing the racing theme, Rock Bottom will be at Motorcycle Live again along with two of the bikes which competed at the recent Bike Shed Festival. Rock Bottom is a special build 250cc that now has 4 land speed records to its name! The Bike Shed Festival bikes include a Café 400 raced in the Journo Cup by ex-World Superbike racer and British Superbike racer Dave Redgate and a 125, which was developed by the Herald Workshop team using spare parts and achieved a podium place in the Herald Cup.

Earlier this year Herald announced the release of their new collection of lifestyle clothing featuring artwork created exclusively for the brand by a British designer. This will be available to purchase at the show, along with a large selection of Premier Helmets and the newly launched Herald Coffee blend.

Gareth continued: “We expect it to be a busy show and are looking forward to showing the progress we have made on the Brute 500, as well as launching the Brat 125”.

Motorcycle Live takes place from 16th to 24th November at the NEC in Birmingham. Visit Herald Motor Co. in Hall 3A on stand 3G10.

**About Herald**

Herald Motor Co. specialises in the design and creation of head-turning motorcycles.

Our range includes 125, 250 and 400cc models, from the bestselling Classic 125 to the retro-styled Café 400. What makes our motorcycles stand out from the crowd is the distinctive styling, low running costs, quality build and competitive price.

For additional information please visit: www.heraldmotorcompany.com.

For any press enquiries please email: marketing@heraldmotorcompany.com.

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