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**PRESS RELEASE: First UK dealer appointed – The Adventure Bike Shop, Suffolk.**

As CCM's dealer recruitment campaign gets underway, The Adventure Bike Shop has been appointed as an official UK dealer for the all new GP450 Adventure Bike.

Based in Sudbury, Suffolk The Adventure Bike Shop will cover sales of the new CCM's in the Eastern regions of Norfolk, Suffolk and North Essex.

Shop owner – Cliff Batley – kicked off the new dealership with his recent open day where the CCM demo fleet were available for his customers to test ride.

Austin Clews, Director of CCM, commented “with production of the new GP450 now underway we expect to be delivering bikes during November. The appointment of The Adventure Bike Shop marks the beginning of CCM's dealer recruitment programme of 10 initial UK dealers to be in place by February 2015.

Interested customers in the region can now place an order direct with The Adventure Bike Shop on 01787 372 901 and all email enquiries for sales in the Suffolk, Norfolk and North Essex regions should be directed to [info@adventurebikeshop.co.uk](mailto:info@adventurebikeshop.co.uk).

End.

