



BSA Motorcycles appoints Lukas Distribution for UK & Ireland

COVENTRY, England, 27 June 2022 – Following the unveiling of the all-new BSA Gold Star at Motorcycle Live in December last year, BSA Company Ltd has achieved another significant milestone in the revival of the iconic British motorcycle brand with the appointment of Lukas Distribution as its distribution partner for the UK and Ireland.

This milestone is another step toward bringing the new BSA Gold Star back to the streets. The Gold Star is the brand's first new model following its acquisition by Classic Legends, a subsidiary of the Mahindra Group.

The all-new Goldie, as it is affectionately known, inherits the soul of its forerunners and combines it with modern technology to deliver an authentic BSA riding experience. This modern classic is powered by a 652cc single-cylinder engine – a tribute to the original model and incorporates design and styling cues inspired by the DB34 Gold Star.

While the name Lukas Distribution is new to most, the company is helmed by Luke Gregory, who has developed and nurtured motorcycle dealer groups and brands throughout the UK for the past two decades. His business operations include Lloyd Cooper Motorcycles, the oldest motorcycle dealership in Europe. Trading from the same premises since 1900, Lloyd Cooper Motorcycles has had a long and successful relationship with BSA, having been a BSA authorised dealer from the beginning of production in 1910 until manufacturing paused in the 70s. The new establishment will carry forward this legacy.

Lukas Distribution is headquartered in a brand-new 100,000 sq ft facility on the Stonebridge Trading Estate in Coventry. Just 18 miles from the original BSA factory on Armoury Road and next door to Coventry airport, the site is set to become the UK's largest dedicated motorcycle destination and the ultimate meeting place for bikers.

Announcing the partnership, Ashish Singh Joshi, CEO - Classic Legends, and Director of BSA Company Ltd, said:

“BSA is an authentic British brand and bringing it back to its homeland is our number one priority. We've been working behind the scenes to find the right distributor who shares our passion and understands just how special the brand and its motorcycles are. Luke's extensive industry experience, drive, and determination made him the perfect partner for us in the UK and Ireland. Renewing a relationship that started over 110 years ago with Lloyd Cooper Motorcycles feels very fitting as we write the next exciting chapter of our history. I'm confident our customers and new dealer partners will receive the best possible service from the accomplished team at Lukas Distribution.”

Luke Gregory, Managing Director of Lukas Distribution Ltd, added:

“This is just the beginning of the revival of one of the world's biggest motorcycle manufacturers. BSA is an amazing brand with a huge history, and we're excited to be working with a team of people who have welcomed us so warmly into the BSA family. We're looking forward to using our expertise in the motorcycle industry over the past two decades to build the UK's best distribution company and dealer network. Our new distribution HQ in Coventry will be a real destination for every type of motorcyclist with the latest models, a heritage museum, and an on-site café, which is as close as it gets to where BSA started - a few miles away in the Midlands.”

For dealer and customer enquiries, email info@lukasdistribution.co.uk or visit: www.lukasdistribution.co.uk.

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About BSA Company Ltd

BSA Company Ltd, trading as BSA Motorcycles, is a motorcycle manufacturer acquired in October 2016 by Classic Legends Pvt. Ltd, a subsidiary of the Mahindra Group. Their vision is to build motorcycles that retain the DNA of the original Birmingham-based BSA brand.

In 2021, BSA Company Ltd was awarded a £4.6 million grant by the UK Government to develop zero-emission motorcycles as part of the low-carbon automotive initiative.

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About Lukas Distribution Ltd

Lukas Distribution Ltd was founded by motorcycle industry expert Luke Gregory. Headquartered in Coventry, it is the exclusive distribution partner for BSA Motorcycles in the UK and Ireland.

For more information:

Email: info@lukasdistribution.co.uk

Website: www.lukasdistribution.co.uk