

# Press Information

12 February 2002

## **Lifetime achievement award for ATV Pioneer**

At a glittering awards ceremony in London last week a leading light in the business world of agricultural equipment was honoured for a lifetime of achievement. The honour was awarded with rapturous applause to Keith Martin of Honda (UK) at the National Sales Awards dinner in recognition of his pioneering work and distinguished career as one of the UK's leading All Terrain Vehicles (ATVs) salesmen.

Since his inauguration at Honda as Area Sales Manager for ATVs in 1982, Keith has not only transformed but also arguably created the entire ATV market in the UK, currently valued at about £25 million per annum. His single-minded approach to the development and promotion of ATVs in the UK has earned him the affectionate nickname 'Mr Quadbike'.

"His experience, passion, knowledge and ability has been an object lesson to everyone in the selling business," says Martin Sanders, General Manager Power Equipment Honda (UK). "His focussed and diplomatic approach has meant that every person he has ever dealt with, from manufacturer to end user, has always been the customer. The Honda ATV franchise in the UK has been built on success, partnership and trust – and has thrived on these principles – Keith made it that way."

**Honda (UK)**

470 London Road, Slough, Berkshire, SL3 8QY

Telephone: +44 (0)1753 590 500 Fax: +44 (0)1753 590 000

[www.honda.co.uk](http://www.honda.co.uk)

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During his time at the front-line of this growing market, Honda has secured over 50% market share for total ATV sales in the UK, testament to Keith's untiring work in nurturing one of the market's most highly respected sales networks.

Right from the start, specialist dealers have been hand picked for their practical skills and after-sales support, a tactic that has proved its worth as the market has expanded to encompass not only agricultural sales but also increasingly, land management, forestry, equestrian and leisure applications growing to beyond 80 outlets across the UK.

Having had such an active role in sales it is hard to believe that Keith has also found time along the way to develop other facets of the ATV business.

His unrivalled knowledge of the market has given him direct access to the R&D and Product Development sectors, allowing Honda to tailor vehicles especially to the needs of the UK market. Keith has also been active in the promotion of ATV safety, playing a key role within the British All Terrain Vehicle Association (BATVA) in the development of the Health & Safety Executive (HSE) film 'Riding for a Fall'.

In 1999 Keith was diagnosed with Multiple Sclerosis. Despite an excellent disability insurance scheme he expressed his desire to continue working in the field that he loved so much. For the last two years Keith's wife Sue has assisted him with his daily business and with general administration. Since a further attack of MS, however, Keith now feels that he will be unable to return to work.

'In true Keith style he has insisted that he remains a valuable part of the team. He is a true master of his profession and one that we should cherish for as long as possible.' concluded Sanders.

**Ends**

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**For more information contact John Sharp on 020 7384 8718**

*MPA MEDIA, Imperial House, Imperial Road, London SW6 2AG*

**john.sharp@mpamedia.co.uk**

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