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Custom Chrome Expands Global Reach with New Sales Office in South America

For Immediate Release

Morgan Hill, CA - June 15, 2010 - Custom Chrome today announces the opening of a new sales office in South America that gives the California based company unprecedented reach and worldwide market penetration in the V-Twin category. The new sales office will be located in Manzanillo, Mexico.

Headed by Manuel Moreno, the new sales office will offer V-Twin dealers in South America the opportunity to receive regular visits from a Custom Chrome Road Force Representative, receive product quickly and efficiently and will allow them to learn about the latest in V-Twin parts and accessories. Opening this new office also shows the commitment Custom Chrome brings in giving dealers the best in service and support, regardless of where on the map they happen to be.

“We have been looking at South America for some time and opening this new office fits with our corporate goals of expanding both domestically and globally and becoming a dealer’s ‘Preferred Industry Partner’ no matter where the shop is located,” states CEO and President Holger Mohr. “With entrenched offices and distribution like we have on other continents and in other countries, having new expansion in developing markets just makes sense. We did that years ago with great success with Custom Chrome Europe and we expect to have the same with Custom Chrome South America.

The new Custom Chrome South American office joins not only the headquarters located in Morgan Hill, CA but also Custom Chrome Europe, Custom Chrome Japan and six satellite sales offices around the world including Australia.

“We see the V-Twin market as truly being global in this day and age,” says Steve Veltri, VP of Sales and Marketing. “With the internet and 24/7 information flow, being in only one location no longer makes sense as evidenced by the amount of calls we receive on a daily basis.”

The new office will officially open on July 1, 2010.

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