

Carole Nash Sponsorship on the Menu at the Ace

Submitted by: SEPR

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Carole Nash has served up a new sponsorship deal with Ace Cafe London. The UK and Ireland's biggest motorcycle insurance (<http://www.carolenash.com>) specialist has extended a four year relationship with the legendary motorcycling destination to sponsor the North Circular Road venue and support Ace events.

The new deal has been described as a "vital facet" of the cafe's operations by founder and managing director, Mark Wilshire. "Every facet is vital to us whether it's selling egg and chips, organising runs or securing sponsorship. All combine to make to make Ace Cafe London a unique experience as well as an iconic destination."

He said the deal was a natural one as both Carole Nash and the Ace are central to biking culture. "Carole Nash is as much a part of British motorcycling as this place," he said, adding "we've enjoyed a successful relationship for four years so this is a tried and tested partnership that's being renewed."

Rebecca Donohue, Carole Nash's head of marketing echoed those thoughts. "Both Carole Nash and the Ace Cafe London are avid supporters of grassroots biking and the promotion of the great British biking culture. It's a natural partnership and one we're absolutely delighted to be extending."

As well as sponsoring the cafe itself the bike insurance (<http://www.carolenash.com>) giant will also be supporting key events including the annual Southend Shakedown, Margate Meltdown and Ace Cafe Reunion Brighton Burn Up.

It is also planning to take the Carole Nash Old Skool Bobber to Harley days being promoted at the Ace in August and October. The £30,000 bike, which was created live at the NEC show by custom kings Hawg Haven, is being given away in a free prize draw open to anyone getting a motorcycle insurance quote from the firm (before October 31st). The winner will be presented with the machine at this year's Carole Nash International Motorcycle & Scooter Show.

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Editor's Note:

Carole Nash is the UK's biggest motorcycle insurance intermediary with over 300,000 modern, classic, vintage, custom and off road bikes – around 25% of those on the road - insured through the company. Its market-leading status has also been confirmed by the independent bikers' survey, RiDER Power, which has found the company the Most Used Broker six times in the past seven years. For further information on the company and this offer visit www.carolenash.com