

Acumen Logistics



Case Study

Honda

Honda is the world's number one racing brand. No other manufacturer in competitive motorsport encompasses such a wide range of disciplines – cars, motorcycles and powerboats.

On two wheels, Honda is the benchmark which other manufacturers aim to achieve. Honda Racing has dominated and won the Blue Riband MotoGP class, the World Superbike Championship and World Supersport championships, and is determined to consolidate its position as the undisputed number one in all motorcycle sport disciplines.

In the UK, Honda has supported and enjoyed success in leading motorsport championships for many years. Honda Racing is now the official team name for its entry in the British Superbike and Supersport championships, the British and World Motocross championships and its own Honda Formula 4-Stroke Offshore Powerboat series.



No other manufacturer has promoted its product range so efficiently and enjoyed the success that Honda Racing has achieved over the past 40 years.

For a number of years, Acumen has had the responsibility for collecting and delivering new models including some specialist racing motorcycles worth hundreds of thousands of pounds, for presentations, PR events and exhibitions, often working to very tight deadlines. Special cradles have been created to ensure each one is adequately protected during transportation.

“Honda UK has used Acumen to assist with the important logistics of transporting our show model motorcycles for our annual NEC Motorcycle Show. This is a very important show for us as it’s often the first time these models are seen in the UK.

Collections are made from various locations around Europe and often tight deadlines have to be met. We have found Acumen extremely reliable and as they fully understand the importance of these shipments.

The greatest care needs to be taken as generally these bikes are pre-production or indeed specialist race machinery that are extremely valuable.”

**Helen Turner
Conference and Events Executive
HONDA (UK) - Motorcycles**