

Press Release MotoArmor 17/08/2018

Press release - New MotoArmor Product Range

Headline: Lone Rider set to disrupt the adventure riding protection market.

Lone Rider Motorcycle, known for their motorcycle tents and MotoBags soft luggage, are expanding their product range into the adventure motorcycle protection market. Lone Rider's Andrew Dysart, an industrial designer and experienced adventure rider is leading the development of this new product range which is appropriately named MotoArmor.

The adventure motorcycle industry is growing and progressing at a rapid pace, but motorcycle protection products have largely gone unchanged, using dated design principles and ignoring new manufacturing techniques and materials. Accessories manufacturers need to keep up with the design and technological advancement motorcycle manufacturers bring to market every year.

Inspiration for new products is drawn from the pains and shortfalls that motorcycle riders experience with current motorcycle protection products. Lone Rider invests heavily in sourcing feedback from the riding community via social media and influencers, thus making them a part of the design, development, and testing process. The community has a direct influence on the products that they produce. Using this method and means they developed the flagship product of the MotoArmor product line, a BMW R1200GS/GSA headlight guard.

More on Lone Rider's Andrew Dysart:

Andrew is an adventure/dual sports rider from New Zealand, having recently circumnavigated the African continent. This experience along with over 10 years of practice as an industrial designer developing medical and sporting goods are what Andrew draws upon for his work at Lone Rider.

"We do our research before developing new motorcycle armor. The riding community told us they were fed-up with average quality products. They want better customized armor with better features. Our flagship product for the BMW R 1200 GS headlight guard will set the stage for what to expect in the next range of products"

To be a part of the development community of new products, and the beta testing pool, sign up here: <https://www.lonerider-motorcycle.com/pages/motoarmor-register> For more

information on the MotoArmor line and it's innovative flagship product, visit:
<https://www.lonerider-motorcycle.com/collections/motorarmor/products/headlight-guard-kit-bmw-r1200-gs-adventure-lc-liquid-cooled>

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Note to Editor:

Available for immediate release.
Images attached or more available on the product pages:
<https://www.lonerider-motorcycle.com/collections/motorarmor>

MotoArmor range: <https://www.lonerider-motorcycle.com/collections/motorarmor>

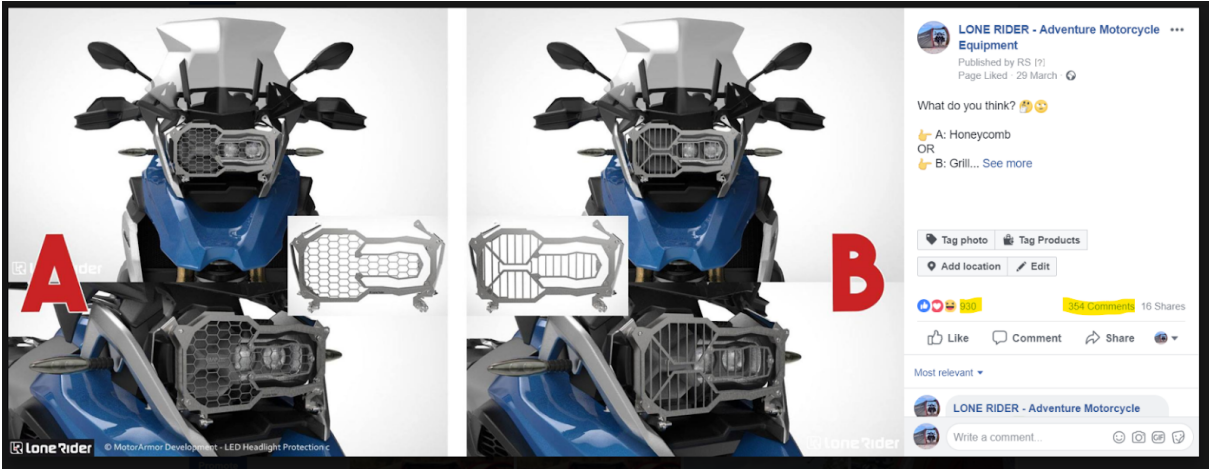
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Creatives:

Community product development example: Facebook Screenshot - 930 Reactions and 354 Comment votes.







 Lone Rider



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