

Motoevolve interviewed by Motorcycles Cyprus

Motorcycles Cyprus the online community for bikers in Cyprus, has today released an interview with Lee Williamson owner of Motoevolve

Feb. 4, 2010 - [PRLog](#) -- Ask anyone in Cyprus about the costs of Motorcycles and availability of spares and you'll get similar responses from all " they are expensive" "they are killing the market" " too long they have been sheltered and rip us off", well it appears one company is working hard to change the way we buy Motorcycles in Cyprus and its fittingly called Motoevolve.

Motoevolve was setup in mid 2009 in Nicosia, Cyprus and appears to be attracting quite a lot of attention from bikers who are curious to know what they do and how they work.

We decided to interview its owner Lee Williamson and find out more about him and Motoevolve.

MCC So Lee, tell us a bit about yourself

LW Well originally I'm from the Road Racing Capital of the World, the Isle of Man. Famous for the TT races, and from a very young age I was aware of an influx of bikes and people to the Island each year, my parents house only being 5 minutes walk from the main Grandstand which is the start and finish line. Funny thing is even with all these bikes around and the love of bikes locally, I actually didn't like them at all. (he smirks)

MCC So what you didn't like motorcycles, we assume thats changed then ?

LW Yeah actually I'm a bit fanatical about them and its all thanks to a broken down cb100. A friend had one and asked me to have a go round a car park when I was 16, I loved it. The following day I went to my boss in the bank and requested a staff loan, a week later I was the owner of a yamaha rxs100 2stroke. I got the bus down to collect it in Ramsey which is the other side of the island to my house. So having only ridden a bike for 5 minutes, I jumped on it and headed over the fastest part of the TT Course. (the Isle of Man has no speed limit and the mountain the race bikes reach upto 200mph) I got 10 minutes up the road and it stopped, being a kickstart, I kicked and kicked and swore, while still wearing my now steamed up helmet and sweating jacket. Only then did I see this little tap with off on it, the fuel was off (again he smirks then laughs at the stupidity of it all). I loved that bike rode everywhere for 6 months, in fact I stopped using my car altogether and my dad ended up using it from time to time to keep the battery and engine fresh. And from there I've progressed through many different bikes.

MCC Sounds like you had an interesting start to the motorcycling fraternity. Motorcycling in Cyprus gets bad press due to the number of accidents and what seems like craziness for a minority, how do you feel about that?

LW Its true here there are a high number of accidents, some due to other road users, but the majority are single accidents where only the rider is involved. Its normally a combination of inadequate training, bravado and lack of protective helmet or clothing. Its a shame really as its got to the stage where its a weekly occurrence and every motorcycle accident in the press seems to be just referred to " a high powered motorcycle" involved, even if it isn't. I should mention that there are a group of ex UK police officers under the heading of ROSPA providng free advanced training. I've been riding over 15 years and I decided to pop along with a colleague, its great, informal and very useful. Im more comfortable in my riding that in a long time just with very little guidance.

MCC Motoevolve then, what is it all about and what makes you guys different to all the other dealers and suppliers here?

LW Well our main focus is the customer, not the sale. By that I mean we won't push an option to a client because its the only one. We will make recommendations and multiple options whether its for a bike , performance parts or clothing. We want to save the customer time and money, and so far we've been achieving that. We recently sold a bike to a customer and saved him over 1000 euros on the price here, for a better bike. He was so happy that we are now getting referrals and this is how our business is growing through word of mouth. We have access to over 1200 dealers in Europe, and some specific dealers for specialised bikes. We even get pictures and details of bikes which are not for public sale, ie they are still on the workbench, thats how close our ties our with our suppliers.

MCC Sounds like you can supply any makes and models?

LW Well thats our plan, we can source used and brand new bikes. We even now have a small team in the UK for example who can source bikes from private owners while providing the normal check overs and approvals that dealers would supply.

MCC You are based in Nicosia, where is your showroom and can you provide bikes all over Cyprus?

LW We don't have a showroom (grinning), we have a office. The reason behind it is simple. We could open a showroom downtown tomorrow, with fancy lighting, nice chairs for us to sit on. But what would be the point, look at the majority of showrooms here, they have limited stock in and always empty of people, that is a waste and the cost of that fancy chair is gonna have to be repayed, so theres another 400 euros on top of your bike, thanks very much! All our clients can come visit us in the office anytime, we have a nice espresso machine thats apparently awesome (lee doesn't drink coffee) and chat over their requirements with us. And yes we provide a delivery service island wide, whether its us supplying the bike or a private sale/dealer

MCC You also do clothing and performance parts for bikes. Any recommendations for us?

LW Well with clothing its a very personal choice, everyone likes different styles, colors and some it has to be a specific brand. As for performance parts like exhausts, we always recommend several options to our customers based on price and performance. Gone are the days when simply fitting an end can will increase performance, in fact with most fuel injected bikes these days the opposite is true. But there is the weight saving and looks benefit. We have found that normally we are upto 30% cheaper on exhausts and such parts. We have some special agreements in place and we can actually supply the parts here in Cyprus cheaper than people could go and buy then on ebay for example.

MCC Had any unusual requests or funny stories?

LW Well we are foremost a motorcycle company, yet we continuously get requests for sourcing car parts and cars. Its now gotten to the stage where we have relationships with Car dealers in the UK and we've just launched a service for sourcing cars. It will follow the same concept as with the bikes. We will source the car, bring it over, do all the paperwork for customs, registration etc and all the customer has to do is collect the car from us and drive home.

MCC Anything new and exciting planned for 2010?

LW Well I can't give away too much , but we have some projects in the works. What I can tell you is that

we will be approaching all the motorcycle clubs and offering them discounts on tyres and group buys from us.

So there you have it, Motoevolve a relatively newcomer to the Cyprus market, but with a completely different approach to the normal dealership. We enjoyed our time at their offices in Nicosia and we can indeed confirm that the expresso is "awesome".

Motoevolve can be contacted via telephone on +357 22446888 email sales@motoevolve.com This e-mail address is being protected from spambots. You need JavaScript enabled to view it and of course the web www.motoevolve.com

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