

Watsonian-Squire

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British sidecar exports survive credit crunch

Watsonian Squire export sidecars and customers to Japan

Exports of British-made sidecars remain strong in spite of the deepening credit crisis in affluent countries and fluctuating oil prices.

Watsonian Squire have been manufacturing sidecars in the Heart of England since 1912 and recently hosted a visit from their Japanese importer. Corofi of Shizuoka, who have been importing Watsonian sidecars since the early 1990's, brought their best dealer, (the improbably named "Bristol Docks" of Tokyo), to visit the factory and to see British craftsmen at work, hand-building sidecars as they have done since the factory opened.

Located near the Cotswold market town of Moreton-in-Marsh, Watsonian Squire currently produce over 200 sidecars annually, of which 70% are exported. Japan is their most successful export market, followed by the Euro Zone.

However it is not only new products that the company exports. Along with the next container load destined for Japan, Watsonian will be assisting an English customer, by shipping his prized BMW/Monza outfit to his new home in Japan.

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