

MOTORCYCLES AND SCOOTERS... AND FOOTBALL

A recently relocated Coventry business has diversified to provide a local football team with its first retail outlet.

Coventry Motorcycles and Scooters, which has been successfully trading for more than 14 years, recently relocated to premises at 310 Walsgrave Road, Coventry. The business specialises in 125cc motorbikes, scooters and commuter bikes, including the sale of electric bikes and scooters. As a feature of the relocation for the business, a part of the shop has been set up as Coventry United's first club shop.

Roy Edden, owner of Coventry Motorcycles and Scooters, said: 'The business recently relocated to new premises a couple of hundred yards from our old shop, and as I now have more room, I wanted to use some of the space to support a part of the local community. As I have been supporting Coventry United for the last couple of seasons and really like the way they care about the City, are interacting with their supporters and really are a family Club, I knew setting up a shop for them would be an ideal option.'

Roy Edden added: 'Although I have only recently established the Coventry United area in my shop, it has already started to attract a lot of local interest and people are buying the teams memorabilia.'

Peter Reynolds, Chairman of Coventry United F.C., said: 'We are delighted to now have our very own club shop at Coventry Motorcycles and Scooters. Coventry United are so grateful to Roy for setting up the shop and running it for free. Although we are a relatively new football team, having only been established since 2013, we have been very successful and our move to the Butts Park Arena shows the extent of our ambition. When we established Coventry United our aim was to create a true community club, offering opportunities for all, and thanks to people like Roy, we know we can continue to deliver on this promise.'

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