



iKAT Website Fuels Ignition Specialists Ambitions

Performance ignition specialists, Motiv International launches it's new iKAT website for riders and distributors.

([PRWEB](#)) June 18, 2005 -- The UK manufacturers of the iKAT (formerly iCAT) have launched a new website, marking the transition to a new brand.

The iKAT, a motor sport spark enhancement device, which is used by champion riders such as Heath Voss and Christian Iddon, has a bright future, according to sales manager Simon Hawkins.

The new website (<http://www.ikatmotorsport.com>) will be the prime official source of information about the patented technology.

Mr Hawkins said the new look iKAT heralds the beginning of a vigorous promotional campaign around the world.

“In the past, there has been some confusion as to where to source our technologies,” he said. “We are setting up a team of distributors to service our customers in Europe, the US, South America, the UK and Australasia.”

The [ikatmotorsport.com](http://www.ikatmotorsport.com) website had already attracted some interest from a UK technology magazine. The site will feature profiles of iKAT riders and provide technical support for distributors and resellers.

“We see the new website as a great way to communicate to the legion of iKAT fans and new adopters. Our focus for riders will be providing up-to-date information on our portal,” Mr Hawkins said.

“For distributors, we are collating as much application testing data as possible, to help them make the most of iKAT as a benchmark technology for their business.”

“We envisage establishing a separate website to market our industrial ignition enhancement product, the GBSixT, which is already successful in the forklift truck market.”

Earlier this month, iKAT (formerly iCAT) announced the appointment of a new managing director and Simon as sales and marketing manager at new offices in York, United Kingdom.

Motiv International Ltd, which owns the patent to iKAT and manufactures the device, moved its headquarters from Northampton to Yorkshire recently to pull marketing, sales and administration of its products under one roof.

The manufacturing division remains in place in the UK's “motorsport alley”, in Buckinghamshire.

The iKAT’s patented ignition system enhancement, delivers a more powerful spark and subsequent benefits include: more responsive horsepower delivery, more torque, cleaner emissions, improved fuel economy and cooler running.



Past and present riders/teams who use the product include: Heath Voss, Christian Iddon, Rob Herring, CAS Honda team, Paul Iddon, Stephen Sword, Tony Rickardsson, Jukka Pirinen, Niko Kalatie, Jocke Karlsson, Rizla Suzuki Road Race team, Redbull Rookies, the Australian CDR Team.

The new headquarters is now addressed:

Motiv International Ltd

Kings House

12 King Street

York, YO1 9WP

United Kingdom

Telephone: +44 (0) 8701 900 009

website: <http://www.ikatinternational.com>

###

**Contact Information**

Peter Russell

YORKSHIRE MEDIA

<http://www.ikatmotorsport.com>

+44 0 8701 900 009

Online Web 2.0 Version

You can read the online version of this press release [here](#).