



**Norman Kerechuk**  
**President of GK Design International Inc.**

Norman is a graduate of Art Center College of design and has been involved with the design of power-sports vehicles at GK design for over twenty years. He has contributed to the development of advanced concept vehicles as well as those currently in production. Norman has presented his thoughts on design and innovation at conferences in Japan, Europe, and the U.S. As president of GKDI he oversees the Los Angeles and Atlanta branch offices.

In 2012 GK design celebrated their 60<sup>th</sup> year as an industrial design consultancy; during this period they have maintained a fifty-seven year relationship with the Yamaha motor corp. GK had the responsibility of designing the very first motorcycle produced by the company and has maintained design influence of the wide variety of current products available today; such as Motorcycles, ATV's, watercraft, snowmobiles and others. GK design is constantly generating innovative solutions for power-sports customers and has received countless awards for product design throughout the world.