

**Four seasons  
in action**





A person wearing a helmet and dark clothing is riding a motorcycle on a two-lane asphalt road that curves through a rural landscape. The sun is low on the horizon, creating a warm, golden glow over the scene. The road is flanked by grassy fields and some trees in the distance. The overall mood is peaceful and scenic.

# Our roots: From the Finnish countryside to the world



# Duell Bike-Center Group 2021

Foreword.....	5
Locations.....	6
Who are we .....	7
Milestones .....	8/9
Figures .....	11
Organisation .....	13
Categories .....	14/15
Top brands .....	17
Our brands .....	18/19
Why choose Duell .....	20/21
Our commitment .....	22
Contact details .....	23









# Foreword by the CEO

## From local to global

Our history goes back to 1983 when Tom and Stefan Nylund founded the company in a little town on the West Coast of Finland where they began with the sales and later, the distribution of motorcycle parts. From the beginning our aim was to supply the best possible products, at a competitive price in the shortest possible time. Still today this remains our philosophy and a key part of our company's success.

Since then we have grown strong from a two-man company to a multinational group with over 100 employees and business revenue exceeding 60 Million Euro's. To help achieve this our portfolio further expanded to include ATV, snowmobile and marine products quickly establishing ourselves as the leading distributor across the Nordics and Baltics in terms of product range, brands and business volume.

We could only become successful thanks to our teams in product management, purchasing, accountancy, marketing and last, but not least, in logistics. Our core and firm knowledge of distribution is a key factor to our success combined with our performance operation systems and talented hands-on staff, each having an unrivalled knowledge and passion for the powersports industry. They are real professionals. From customer support, sales, marketing and other vital divisions of our company, they have only one goal: serve our dealers in the fastest and best possible way!

Our Scandinavian spirit reflects also in the way we work, with respect for people and the environment. We look for long term and stable relations with our partners and suppliers. Also with our investors, a Finnish private equity company called Sponsor Capital, who backs us and enables us to grow in every direction in the future. As "vikings" we always wanted to conquer the world, so our new focus is on the rest of Europe where we have developed an ambitious plan with new teams and further subsidiaries in several countries to open new relationships and drive further expansion.

Our aim is still the same as 38 years ago: we are a distributor at heart and we continue to look for a sustainable business in all senses and become a trustworthy, reliable partner and supplier for our customers, which is for them, the most important factor for their business, no matter if it is a local shop or a multichannel E-commerce business. We try to supply the best possible quality product, at a competitive price in the shortest possible time. This was and still is our target and the company's mission for the upcoming decade!

Sincerely

**CEO of Duell Bike-Center Group**

Jarkko Ämmälä



# Locations



■ **Mustasaari / Finland / HQ, warehouse** (Duell Bike-Center Oy)

■ **Kongsvinger / Norway / office** (Duell AS)

■ **Tranås / Sweden / office, warehouse** (SDBC Motor AB)

■ **Coalville / England / office** (Duell UK Ltd.)

Our warehouse at **Mustasaari, Finland** supplies mostly the Finnish, Estonian, Latvian, Lithuanian and Russian markets.

Warehouse at **Tranås, Sweden** supplies mostly the Swedish, Norwegian, Danish, UK and other central and southern European markets.

Map status: December/2020



# Who are we

We are the leading distribution company in Scandinavia for all kind of powersports, marine and ATV/UTV products. Our company consists of two joined powersports companies, Duell Bike-Center Oy and SDBC Motor AB. Our history goes way back to 1983 when the parent company was established in Finland.

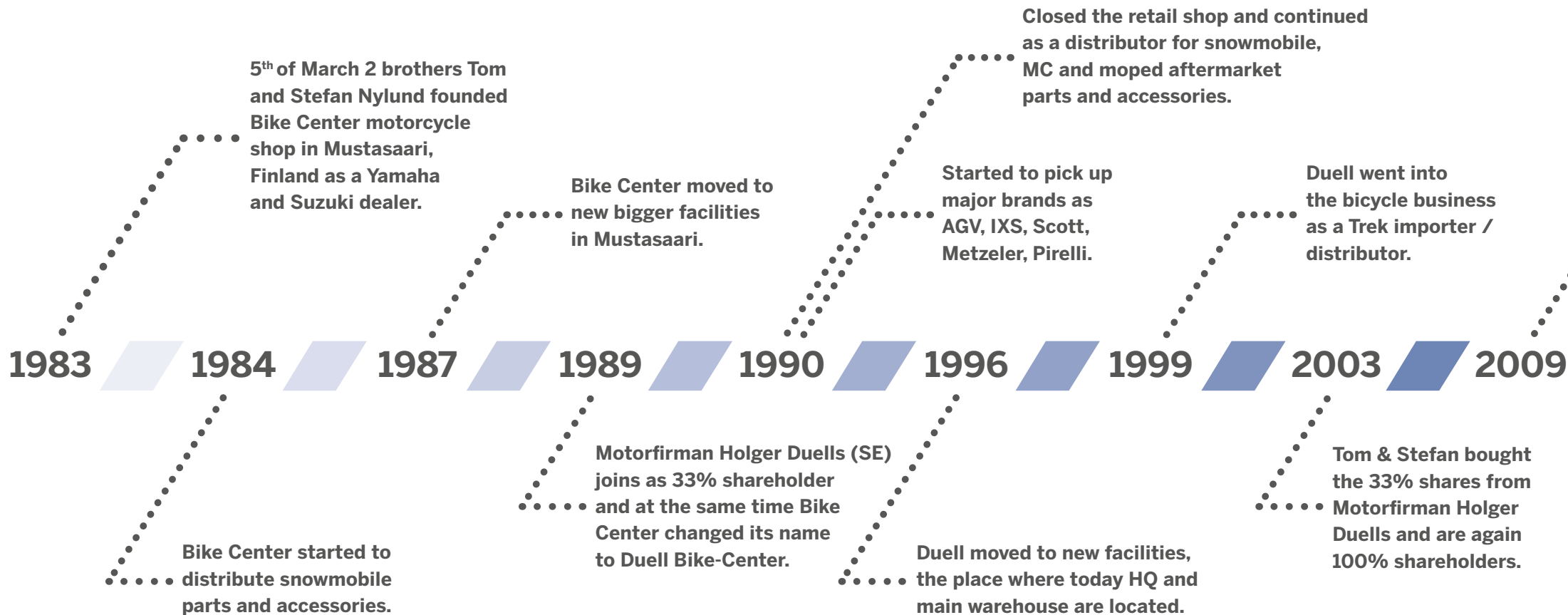
Our teams are made of motorsports experts in different fields and every department has its specialization. As our professionals are also eager powersports enthusiasts, we can offer you the best and most up-to-date feedback about all our products.

With a market leading position, comes also great responsibility. We stand behind every product we distribute. With our humble roots, we have built our vast distributor network of top dealers, which we continue to expand in many countries across Europe. We offer the most competitive prices, profitable margins and interesting terms. Partnerships and close cooperation with our clients are key elements for our success.

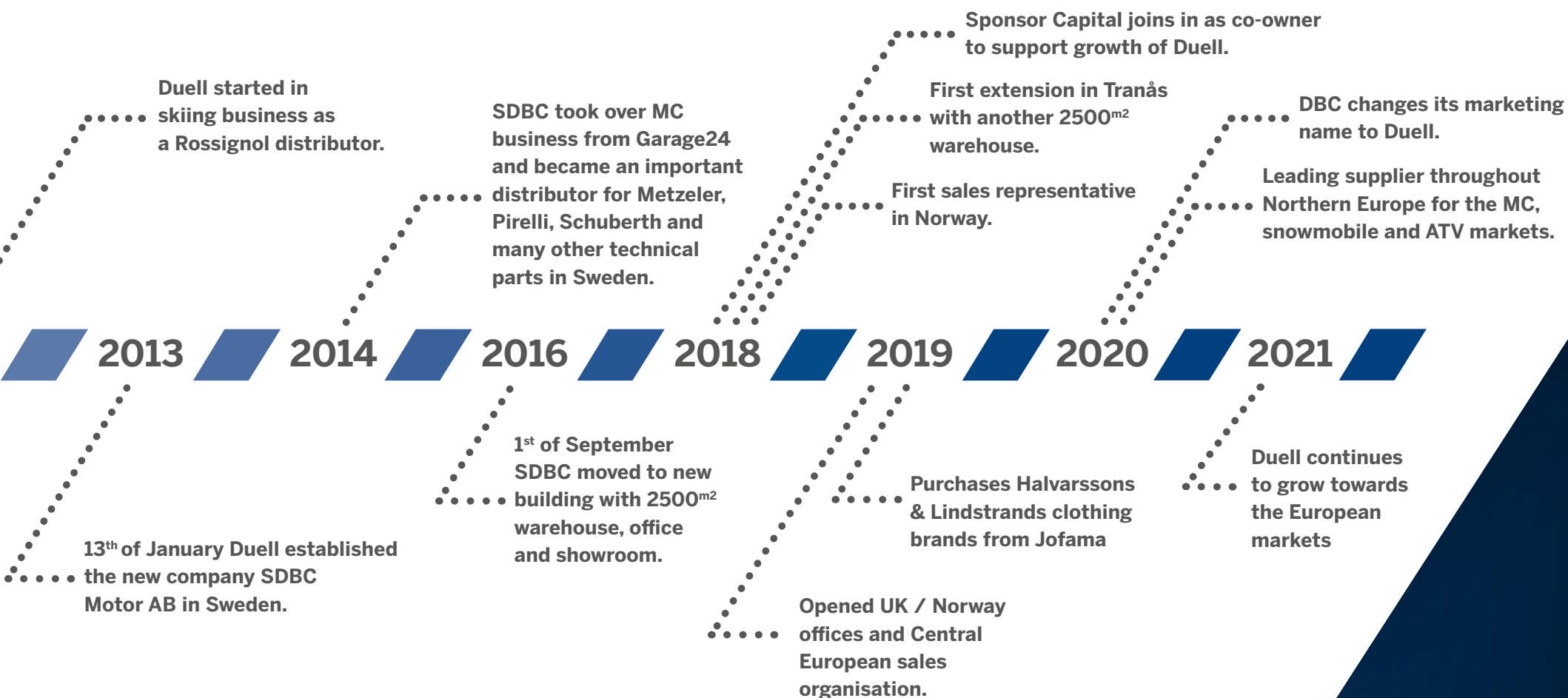
Availability is another key factor: more than 95% of our products are available 24/7. We offer fast and efficient deliveries, even overnight in many countries, to a network of more than 10 countries, so in turn they too can provide a fast and efficient service to their consumers. We thank our success to the high level of efficiency, speed and customer satisfaction provided by Duell.



# Company milestones









# Figures

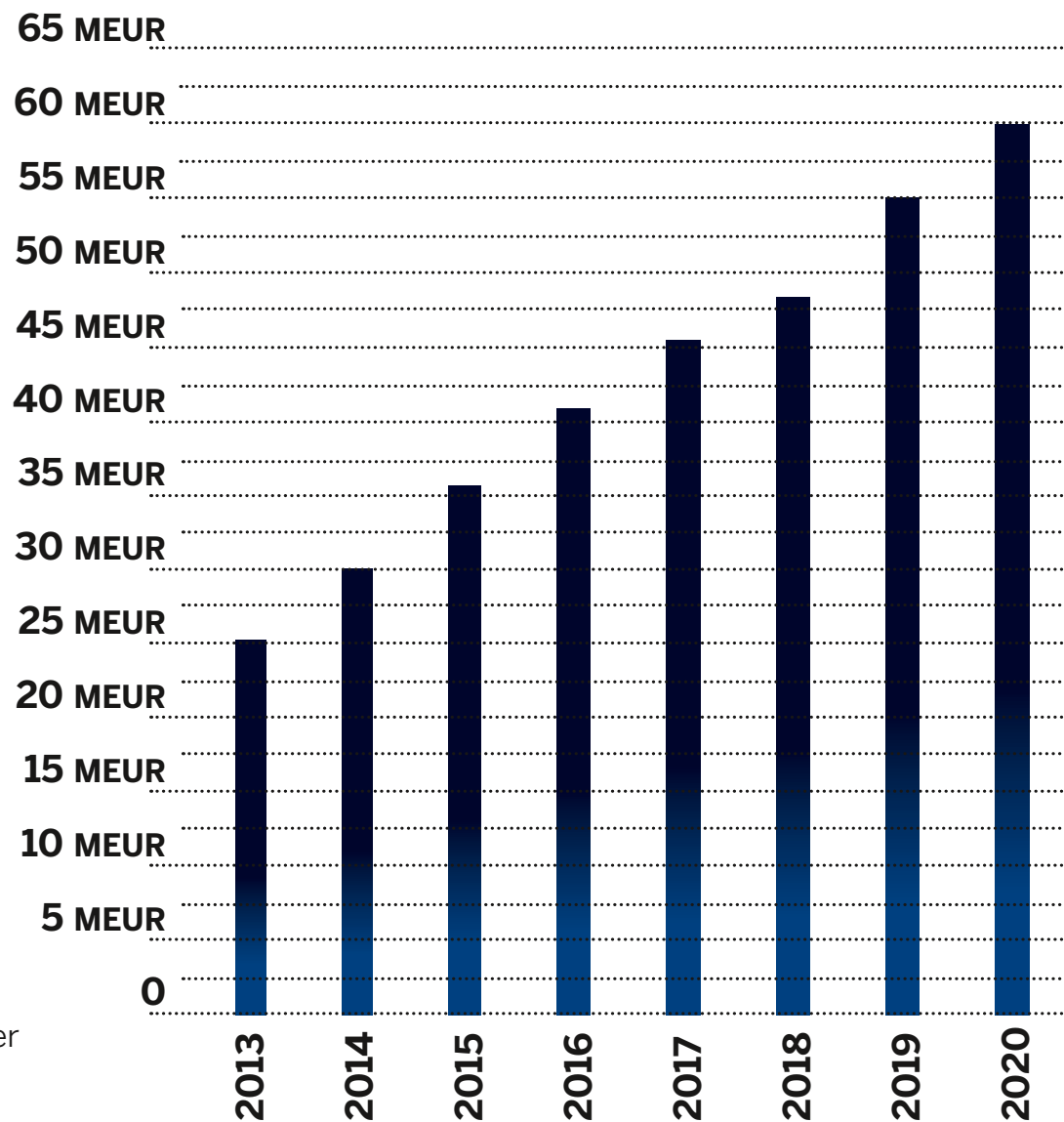
1997 Duell was awarded the AAA credit rating classification by the Dun & Bradstreet (later Soliditet). From 2012 this was upgraded to AAA Gold Level.

Since 2019 SDBC Motor AB is also awarded AAA credit rating.





# Turnover / sales in euros



0 - 65 000 000 euros

■ **Total** | Cumulative group turnover  
(Including Duell Bike-Center Oy  
& SDBC Motor AB)



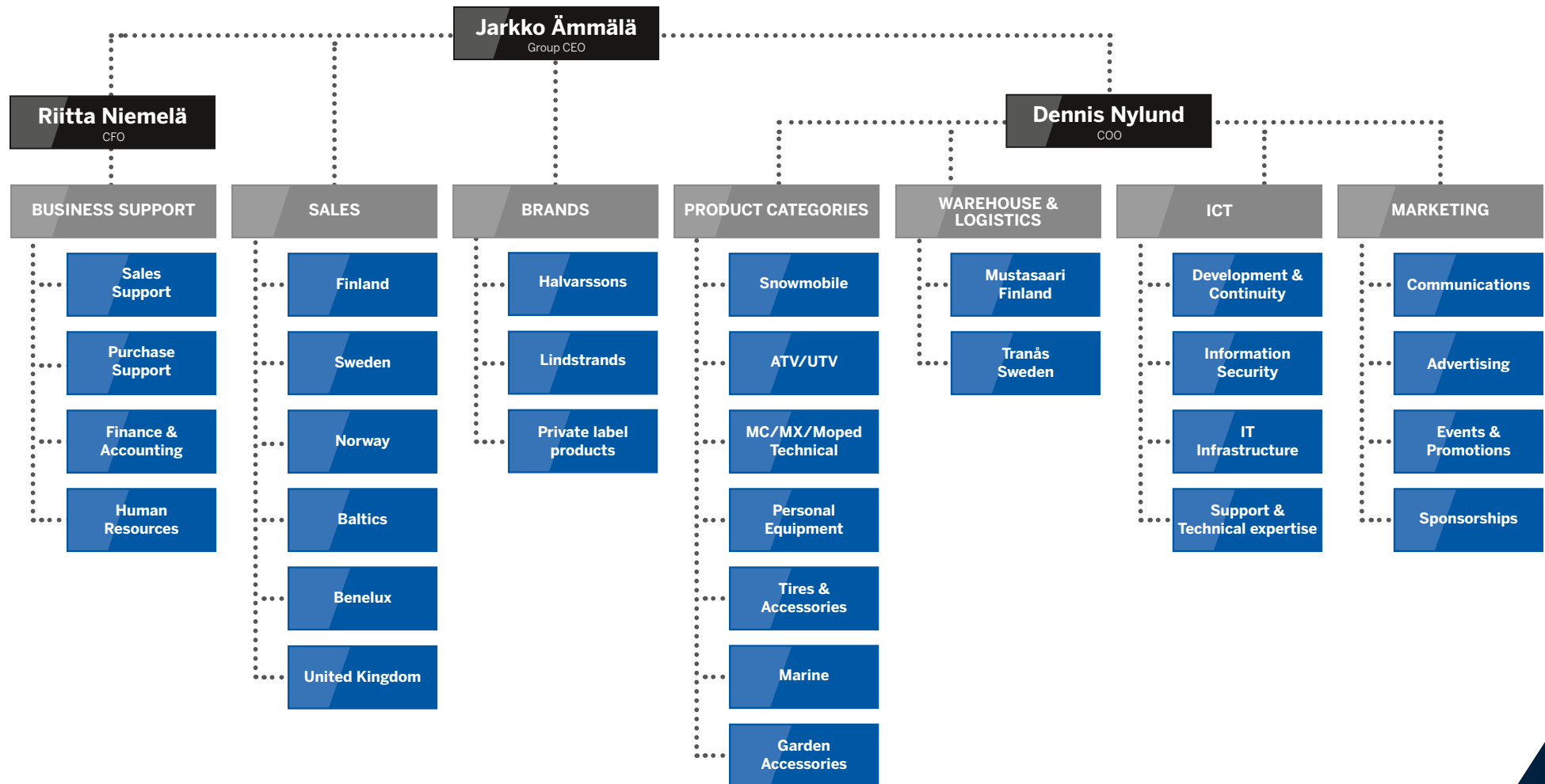
# Employees are the main assets of the company



**DUELL**  
DAMN GOOD FUN  
SINCE 1983



# Organisation





# All powersports gear from motorbikes to marine



**BIKE**

**SNOW**

**MARINE**



# Four seasons in action - have damn good fun with our products!



We cover all fields of powersports products: apparel, accessories, and parts of motorcycle, snowmobile, moped, ATV, and marine.





# The leading powersports importer and distributor





## More than 200 top-quality brands

Duell's mission has always been to import the world's best known, highly respected, quality power-sports brands available. Therefore, we have exclusive distribution rights across several markets for top brands like Alpinestars, Pirelli, Airoh, Oakley, Jobe, Simpson, Motorex, Halvarssons, Lindstrands and many other premium brands.

Besides these high-end brands, we also offer a wide range of products from hundreds of manufacturers so we can accommodate the complete market, from top to bottom, from high end to more economical but always with the best price – quality ratio! We offer for each budget the right solution, whatever bike your ride. In addition to the brands imported from all over the world, we also have several inhouse brands under our own label covering mainly technical parts of every kind.

Our latest step was a big one with the acquisition of the two legendary Swedish brands Halvarssons and Lindstrands. They belong now to Duell's portfolio and will take a lot of our attention for the coming years. Our plan is to develop a complete make over, transforming these iconic brands into two modern brands which continue to meet and exceed the expectations of the modern motorcyclists in the world, while respecting the heritage and DNA from which they were built.

Our drive for quality products and top brands reflects also in our engagement in racing. We do not settle for 2<sup>nd</sup> and we are proud that for already more than 10 years we are an official partner of Ajo Motorsport, who has won with his Red Bull KTM Ajo team several world championships in Moto 3 and Moto 2.



# Our brands



**Halvarssons**

## Scandinavian Premium Since 1946

Halvarssons has built its 70 year history on tradition and craftsmanship. Established in the small Swedish back country town of Malung in the 1940's the brand has continuously developed the finest Scandinavian motorcycle garments with an eye for detail and more than just a little injection of passion.

This philosophy can still be seen today but now we also find cutting edge technologies. Each garment has unique properties satisfying the needs of even the most demanding professional riders who put safety first.

But with Halvarssons, safety does not have to come at the expense of comfort and functionality. In fact, for years we have followed the philosophy "a comfortable rider is a safe rider". And that means keeping you dry and at just the right temperature by using technologies such as Outlast, TFL and Dryway membranes. Combine this with some of the best materials on the market and you understand why Halvarssons has so many loyal followers. Timeless style and quality that never goes out of fashion.

[www.halvarssonsmc.com](http://www.halvarssonsmc.com)



## Lindstrands - For the Extra Mile

Lindstrands is the brand for more daring and adventurous. With modern details and sporty appearance, the design is focused on riders who wish to push the limits without compromising on safety and performance.

First producing motorcycle boots in the 1950's, the knowledge amassed during these years coupled with modern technology has led to a range of clothing with the highest standards of comfort, performance and safety.

Whether riding desert highways, forest trails or the city streets, Lindstrands has a garment that will satisfy your needs. As they say, "If it works in Scandinavia..."

[www.lindstrandsmc.com](http://www.lindstrandsmc.com)



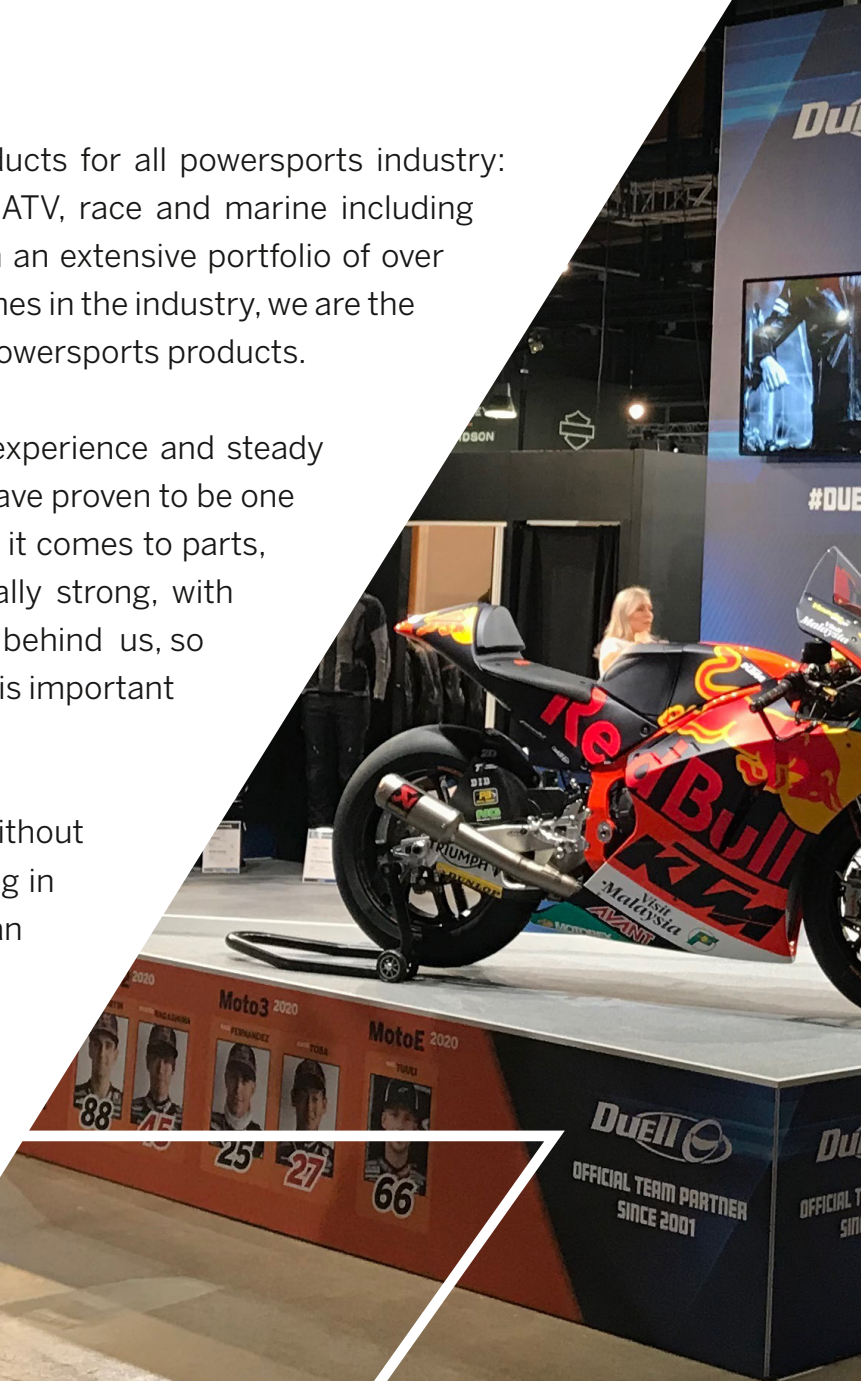


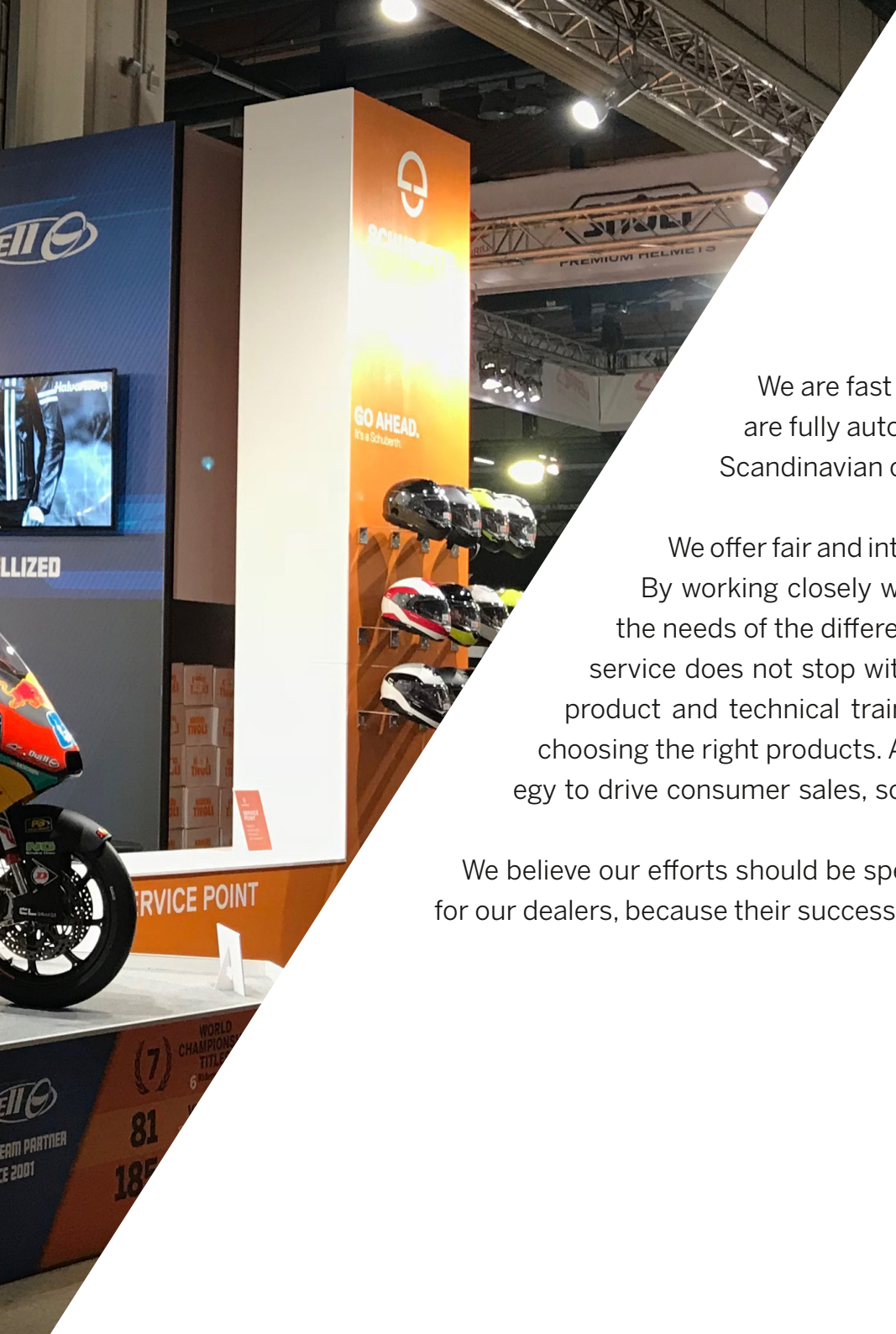
# Why choose Duell

We have the biggest range of products for all powersports industry: motorcycles, mopeds, snowmobile, ATV, race and marine including both apparel and technical parts. With an extensive portfolio of over 200 brands from some of the biggest names in the industry, we are the one stop shop for all dealers who look for powersports products.

We are reliable partner. With our 38 years of experience and steady growth since our company was established, we have proven to be one of the best and surely the biggest distributor when it comes to parts, accessories, garments and helmets. We are financially strong, with a vast background and private equity investor standing behind us, so we remain secure in even the most turbulent times, which is important for our dealers.

We know and we stand behind every single product we sell without exception. Our product teams are made up of experts specialising in different product fields and as eager powersports enthusiast they can offer the best, most up to date, information on every detail. They have the knowledge and answers to all questions or problems and can resolve them with minimal fuss.



A photograph of a trade show booth for Duell. On the left, a blue wall features the Duell logo and a TV screen. In the center, a tall orange pillar has the Duell logo and the text "GO AHEAD. It's a Schubert." Below the pillar, several motorcycle helmets are displayed on a rack. To the right, a white wall has the text "SERVICE POINT". In the foreground, a motorcycle is partially visible. The background shows other exhibition stands and bright overhead lights.

We are fast and easy going. Through our B2B web shop, ordering and delivery process are fully automatic. In 24 hours, we supply 95 % of our products, to all dealers in the Scandinavian countries and other European countries.

We offer fair and interesting terms and conditions, which makes our dealers competitive. By working closely with our dealers and building strong relationships, we understand the needs of the different markets and individual dealerships. The focus on quality and service does not stop with our products. This can include help with displays, ongoing product and technical training, responsible approach to stock levels or simply help choosing the right products. And finally, the right marketing and communication strategy to drive consumer sales, something as important as the product and price itself.

We believe our efforts should be spent on building great relations and strong support for our dealers, because their success is our success.



# Our commitment

## The right **PRODUCT**

Exclusive importer and supplier of top brands in all powersports segments.

## The right **PRICE**

Competitive pricing for consumers and good margin for dealers.

## The right **TIME**

Reliability deliveries  
95% on over night  
deliveries.







# Contacts:

## **Management:**

CEO / [jarkko.ammala@duell.eu](mailto:jarkko.ammala@duell.eu)

COO / [dennis.nylund@duell.eu](mailto:dennis.nylund@duell.eu)

CFO / [riitta.niemela@duell.eu](mailto:riitta.niemela@duell.eu)

## **Marketing & communication:**

MCM / [sami.takaneva@duell.eu](mailto:sami.takaneva@duell.eu)

## **General:**

[info@duell.eu](mailto:info@duell.eu) / +358 20 118 000





**Duell Bike-Center Oy** | Kauppatie 19 | 65610 Mustasaari | Finland

**SDBC Motor AB** | Bredkärrsgatan 10 | 57392 Tranås | Sweden

**Duell AS** | Kristian Walbys veg 5 | NO-2212 Kongsvinger | Norway

**Duell UK Ltd.** | Unit 1 Whitwick Business Centre | Coalville LE 67 4JP | UK

**www.duell.eu**



**facebook.com/duell-eu**



**instagram.com/duell-eu**



**linkedin.com/company/duell-eu**



**duellized // duelleurope**

**DUELL.**  
DAMN GOOD FUN  
SINCE 1983