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For immediate release

Duell and ICEONE Racing begin cooperation

Two top Finnish names, Duell Bike-Center Oy and ICEONE Racing, have signed a cooperation agreement that will make Duell the official team partner of ICEONE Racing.

Duell Bike-Center Oy from Mustasaari is the market leader in its field in the Nordic region. The selection of powersports products imported and manufactured by Duell includes many well-known brands and items of top-quality technical equipment. Duell's CEO **Jarkko Ämmälä** and ICEONE Racing's Team Manager **Antti Pyrhönen** both have a history in motocross and they have known each other for a long time. They are both also united by a determination to succeed, so the foundation for the collaboration that is now beginning has existed for a long time.

"We've been following what ICEONE Racing has been doing for a long time, and we are so impressed with their operations that we decided to start working with them mid-season. We've been serving as the official team partner for Ajo Motorsport for more than 20 years, and we are also aiming to conduct a long and successful relationship with ICEONE Racing. Duell and ICEONE Racing are driven by a similar work ethic, a focus on detail, a determination to succeed and ultimately a belief in hard work," says Ämmälä.

"We have been looking for a long-term partner and we are very happy to start working with a successful and growing Finnish company. Duell's products are of the highest quality and all the brands of technical equipment we use including Dunlop, Motorex and RK can be found in their range. Duell is rapidly internationalising and I believe that its visibility will be beneficial to both parties," says Pyrhönen.

Owned by **Kimi Räikkönen**, ICEONE Racing competes as a Husqvarna factory team in the MXGP class of the motocross World Championship. **Antti Pyrhönen**, a long-time motocross professional, has been the team manager since 2013. Under Pyrhönen's leadership, the ICEONE Racing team has single-mindedly developed into one of the world's leading motocross teams. **Thomas Olsen** from Denmark and **Arminas Jasikonis** from Lithuania are the current riders for the **Rockstar Energy Husqvarna Factory Racing** team.

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Duell Bike-Center Oy is an import company based in Mustasaari, Finland and established in 1983, whose imported and manufactured products are sold through an extensive distribution network in Finland, Sweden, Norway, Denmark, Estonia, Latvia, Lithuania, the Netherlands, Belgium, Germany, the UK, Spain, the Czech Republic, Romania and Russia. Duell's range of imported products includes all motorcycling, snowmobiling and boating equipment, accessories and spare parts. It also includes equipment, accessories and spare parts for ATVs/UTVs, mopeds and scooters.

Duell is the Northern European market leader in powersports. It represents equipment from Oakley, Scott, Alpinestars, HJC and Schuberth, among others, as well as technical products from Pirelli, Metzeler, Dunlop, Fox and Brembo, to name but a few. In addition to its own brands of Sno-X, Tec-X, Sea-X, SnowPeople, Bronco, AMOQ, Sixty5, Hyper, Black Island, Qvarken and Next, Duell owns the well-known Swedish motorcycle clothing brands Halvarssons and Lindstrands. The Group currently employs more than 150 people internationally. Duell's modern logistics centres are situated at Mustasaari in Finland, Tranås in Sweden and Hengelo in the Netherlands.



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