

Press Release

New in stock: Duell exclusively represents SHOT Race Gear

- Premium brand SHOT offers the full range of MX gear and protection
- Finnish distributor Duell is the exclusive business partner in The Netherlands, Finland, Estonia, Latvia, Lithuania, Denmark and Norway
- The partnership is the perfect extension of the existing Duell portfolio

(Mustasaari, Finland, September 22, 2021) The Finnish distributor Duell Bike-Center Group has taken over the exclusive distribution rights for motocross gear and protective equipment for the French premium brand SHOT Race Gear. The agreement with Shot Race Gear covers The Netherlands, Finland, Estonia, Latvia, Lithuania, Denmark and Norway. SHOT Race Gear provides a complete motocross and enduro range from soft goods to hard goods: jackets, pants, shirts, gloves and socks as well as helmets, boots, goggles and protection. In addition, SHOT Race Gear offers specific accessories such as luggage and bags. For Duell, the biggest distributor for powersports products, parts and garments in the Nordics, the arrival of Shot perfectly compliments the existing portfolio. Duell supplies products to a network of more than 7,000 motorcycle specialists across Europe. SHOT Race Gear, the number 1 brand in France, was founded in 1993 and currently covers 50 countries worldwide. Some of the world's best riders like Billy Bolt (UK) and Alfredo Gomez (SPA) from Rockstar Energy Husqvarna Factory Enduro or Simon Längenfelder (GER) and Isak Gifting (SWE) from GASGAS Factory MX2 Racing choose SHOT Race Gear.

Jarkko Ämmälä, CEO of the Duell Bike-Center Group, is happy about the agreement with SHOT Race Gear: "SHOT Race Gear has built an excellent reputation over more than 25 years. For me as a former professional motocross rider these gear sets are definitely state of the art. That SHOT is the number 1 brand in France, the most demanding country when it comes to motocross, shows the reliability of their products. Our dealers and their customers will appreciate our one-stop solution for the complete range."

Ghislain HUOT, CEO of SHOT Race Gear, on the partnership with Duell: "A premium brand like Shot needs a distributor and dealer who understand the technicality of our products and are able to advise their customers. Duell staff are living and breathing powersports and they're particularly well trained in motocross. We are happy to join forces with such a fast growing company and we are confident they will do a great job representing Shot. I'm looking forward to keep moving forward together."

Dealers in The Netherlands, Finland, Estonia, Latvia, Lithuania, Denmark and Norway who are interested in becoming a new SHOT Race Gear partner can get directly in contact with Duell under the [Sales-Hotline: +31-\(0\)74 291 77 00](tel:+31-0742917700) or send us an E-Mail: klanten@duell.eu.

HQ | Mustasaari, Finland | T | +358 (0) 20 118 000 | E | info@duell.eu | forename.surname@duell.eu | W | www.duell.eu

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

SDBC Motor AB | Bredkärrsgatan 10 | 57392 Tranås | Sweden

SDBC Motor AB Denmark | Snaremosvej 23C (2), Erritsø, 7000 Fredericia | Denmark

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

Duell UK Ltd. | Suite 11 to 13 Liberty House, The Enterprise Centre, Greenham Business Park, Newbury RG19 6HS | UK

IGM Trading BV | Toermalijnstraat 18 | 7554 TX Hengelo | Netherlands

Grand Canyon GmbH | Meppener Straße 22 | 49716 Meppen-Versen | Germany



Media Contact:

For detailed information, hi-res pictures or interview requests please contact:

For Duell Bike-Center Group:

Marc Lenze
Duell Marketing & Communications
Mobil: +49 (0)160 98 53 28 11
Mail: marc.lenze@duell.eu

Duell Bike-Center Group 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, France, the UK, Ireland, 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's modern logistics centres are situated at Mustasaari in Finland, Tranås in Sweden, Hengelo in the Netherlands, and Montpellier in France.

About SHOT Race Gear:

Established in France in 1993, SHOT Race Gear is bringing European flavour to demanding riders all over the world. SHOT presents a new era in riding with riding gear that's light weight, comfortable and durable.

SHOT Race Gear has developed into the favourite gear brand of legions of off-road riders from world champions to weekend warriors. Our unrelenting commitment to product development and competition at the highest level is your guarantee for race-proven gear you can trust. Many champions have already chosen SHOT, now it's your turn!



HQ | Mustasaari, Finland T | +358 (0) 20 118 000 E | info@duell.eu | forename.surname@duell.eu W | www.duell.eu

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

SDBC Motor AB | Bredkärrsgatan 10 | 57392 Tranås | Sweden

SDBC Motor AB Denmark | Snaremoselvej 23C (2), Erritsø, 7000 Fredericia | Denmark

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

Duell UK Ltd. | Suite 11 to 13 Liberty House, The Enterprise Centre, Greenham Business Park, Newbury RG19 6HS | UK

IGM Trading BV | Toermalijnstraat 18 | 7554 TX Hengelo | Netherlands

Grand Canyon GmbH | Meppener Straße 22 | 49716 Meppen-Versen | Germany

