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Strong expansion course: Finnish motorcycle distributor Duell takes over Dutch IGM Trading B.V. and German Grand Canyon GmbH

- New logistics location in Hengelo going to optimize deliveries in Central Europe
- German dealer network with over 500 dealers will be delivered directly from July 2021
- Over 200 brands and 130,000 items available "24/7" – three own garments brands in the range

(Mustasaari, Finland, July 2, 2021) The largest Scandinavian distributor for motorcycle parts and garments, Duell Bike-Center Group, is taking over the Dutch distributor IGM Trading B.V. and the associated German Grand Canyon Bikewear GmbH. The Finnish company is consequently continuing its strong expansion course into Central and Southern Europe, which already began in 2019. With the takeover, Duell now has another strategically important logistics center, which further optimizes the fast and efficient delivery of the dealer network outside Scandinavia. For the first time, Duell enters Germany, one of the largest European markets for motorcycle sport, and is going to deliver a network of over 500 dealers with its range of around 200 brands and over 130,000 parts from July on directly. With the acquisition, Duell is expanding its range of in-house garment brands Halvarssons and Lindstrands by including the brands Grand Canyon Bike Collection, Premier Helmets, and Styl Martin boots previously managed by IGM. The founders and managing directors of IGM, Ingrid and Arno Gaalman-Weghorst, will continue to provide the Duell Bike-Center Group with advice and operational support in the years to come. All IGM and Grand Canyon Bikewear employees will be taken over into the Duell Bike-Center Group.

"We want the best products at the best prices with the best delivery times for our customers", Jarkko Ämmälä, CEO of the Duell Bike-Center Group, explains the business philosophy of the Finnish trading company, with which the company has become the undisputed number 1 in Scandinavia in barely 40 years. Duell sells over 200 top brands and a total of over 130,000 parts every day in Scandinavia, Denmark, Great Britain, Ireland, the Netherlands, Belgium, Spain and parts of Eastern Europe. "With the takeover of IGM, we are getting a strategically important logistics location and access to a new trade network in Germany, one of the largest sales markets for motorcycle accessories in Europe and extension the network in Benelux. I am convinced that we will reach and inspire our new customers with our business philosophy, products and services in the shortest possible time", said Ämmälä.

The Belgian motorcycle business specialist Erwin Van Hoof, who has been responsible for the establishment and development of the business outside Scandinavia since 2019, will drive the swift and smooth integration of IGM into the Duell group. *"Germany is one of the key markets in Central Europe. In order to be able to guarantee our customers the Duell premium service with numerous branded products and quality parts from day one, we have already twelve months of intensive preparation behind us. Now we not only have another modern logistics center, but also a professional, motivated and powerful team with five sales managers who are ready to assist and advice our customers",* says Erwin Van Hoof, Export and Business Development Manager at Duell Bike-Center Group.

Arno Gaalman, founder and managing director of the former IGM Trading B.V., is also pleased with the successful conclusion of the contract: *"We are looking forward to cooperate from now on and are proud to be part of this big and successful distribution group. By bundling the Scandinavian strength and the Dutch commercial skills, we will benefit from numerous synergies. The ambitious goals of Duell suits perfectly to the goals of the former IGM and so I am convinced that we together*



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will grow faster than ever expected for the benefit of our customers, partners and employees in Germany and the Netherlands.”

Duell offers its trading partners a comprehensive portfolio with all the necessary product groups that are needed for the maintenance and service of motorcycles. In addition, Duell offers motorcycle clothing, helmets, and all conceivable protective equipment. The list of well-known brands that Duell has in its portfolio is correspondingly long.

Two new motorcycle clothing brands for Germany: Halvarssons and Lindstrands

The highlight of the Duell product portfolio and completely new in Germany are the traditional Swedish brands Halvarssons and Lindstrands. Both brands look back on more than 70 years of tradition, have been tried and tested for decades in a wide variety of weather conditions, but are nearly unknown outside of Scandinavia. The garment brands have been owned by the Duell Bike-Center Group since 2019 and are further developed in the in-house design and development centre. As a premium brand, Halvarssons stands for classic design and the highest quality in leather and textiles and meets the highest safety standards like AAA. Lindstrands enjoys an outstanding reputation as particularly robust, durable and comfortable equipment, especially among demanding touring and adventure riders with high mileage. Both brands will expand the choice for German riders and gradually change the market for motorcycle garments. A perfect match to the existing brands is the garment brand Grand Canyon Bike Collection, previously managed by IGM, which will be conducted and developed by the Scandinavian design specialists in the years to come.

Healthy and long-term growth instead of quick success

“We want to be the one-stop solution for our customers. Instead of wasting valuable time on research, our customers should know that Duell has an answer to all questions. Even in the age of rapid e-communication, we therefore rely on personal contact with our partners in addition to our easy-to-use B2B platform. This is an essential element of our philosophy with which we want to achieve the service leadership”, explains Van Hoof.

Therefore, Duell will remain true to its almost 40-year company philosophy in its expansion project in Central Europe. Ämmälä explains the strategy: *“With all the passion for powersport that everyone has at Duell, we are also calculating businesspeople. It will not be easy to enter the already heavily occupied markets in Central and Southern Europe. That is why we prioritize a healthy, long-term growth instead of a quick, but possibly just short-term success. ”*

An important part of the Duell business strategy is to build up local logistics centres that are supposed to guarantee short connections and fast delivery times. In addition to founding own regional subsidiaries, the takeover of existing trading companies is also part of the Duell business model. Duell's main shareholder, the Finnish financial investor Sponsor Capital, provides the necessary financial power for the mammoth project and will provide financial power for the expansion project in Central and Southern Europe over the next years to come.

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On the left side of the picture are **Jarkko Ämmälä**, CEO of the Duell Bike-Center Group and **Erwin Van Hoof**, Head of Export and Business Development and on the right side former owners of the IGM Trading B.V. and Grand Canyon GmbH **Arno** and **Ingrid Gaalman-Wegehorst**.



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