



Michelin to Duell's product assortment

Duell Corporation has entered into a significant distribution agreement with Michelin, one of the world's leading tire manufacturers. From December, Michelin's motorcycle and scooter tires will be available in Duell's import range in Finland, Sweden and Denmark.

Duell Corporation is one of the leading distributors of powersports products in the Nordic and Baltic markets and is growing rapidly also in Europe. Duell's import portfolio includes more than 290 top brands and the company has now entered into a major distribution agreement with the worldwide known Michelin. From December 2021, Duell's import range in Finland, Sweden and Denmark will be supplemented with Michelin motorcycle and scooter tires.

The French Michelin is one of the world's leading tire manufacturers, employing more than 115 000 people internationally. Michelin tires combine tested rubber compounds, tire carcasses and patented solutions. The company is also strongly committed to motorsport, which allows new tire solutions to be tested, innovated and developed even in extreme conditions.

Duell's CEO **Jarkko Ämmälä** comments: "I am very pleased to have legendary Michelin into our product range. The past year has been very significant for the growth and development of our company. We have just been listed on the stock market and the agreement with Michelin is an excellent continuation of our



success story. We already have a very comprehensive range of brands and Michelin is taking it to a new level.”

“Michelin is looking forward to working with Duell Corporation in Finland, Sweden and Denmark. Their position as a complete provider of Moto and Scooter equipment will be beneficial to the Michelin brand and a good complement to our existing partnerships in these three markets”, says **Helena Markgren**, Two Wheel Manager, Michelin Nordics.

Further information:

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Duell Oyj 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. The Group currently employs nearly 200 people internationally.



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