

September 28th 2017,
Wassenaar, The Netherlands.

Announcement and Press Release TACX B.V.

Due to the rapidly developing cycling market in Japan, we have decided to change our distribution strategy for this country.

As of November 30th 2017 we will change from a dual distribution situation with Nichinao Shokai and Intermax as distributors to a situation with only 1 partner, Nichinao Shokai, to supply the Japanese market with Tacx products. We would like to take the opportunity to thank Mark Kinoshita and his team from Intermax for the support they have given our brand and we wish them all the best for the future.

The team at Nichinao Shokai already have a large experience in distributing Tacx but also various other brands such as De Rosa, Campagnolo, KASK, Michelin, SIDI, Selle Italia, Deda Elementi, SPORTFUL, Santini and others. Tacx is very impressed by the professionalism and energy the team at Nichinao Shokai present in our corporation and we feel Hachiro Hinata and the team will be very capable of servicing the market at the best level.

As of November 30th Nichinao Shokai will be handling all service related issues, marketing and sales for Tacx in Japan. For more information, you are invited to contact Nichinao Shokai or Tacx B.V. at the contact details below.

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