

SBS FINDS NEW HOME WITH HAWLEY-LAMBERT

Lexington, South Carolina and Levis, Quebec, Canada – March 25, 2016 – Hawley-Lambert has agreed to acquire the parts & accessories division of Accell North America – Seattle Bicycle Supply. The acquisition brings 14 new brands, available approximately May 1st, to Hawley’s growing portfolio of products in the United States.

“Hawley has a strong history of distribution excellence in the United States, especially in parts & accessories,” said Chris Speyer, Managing Director at Accell North America. “We are more committed than ever to putting investment and focus on the development of our Raleigh, Diamondback, Redline and I-Zip brands and bicycles. This is really the sustainable core of our business. We wanted to find a partner that could properly support the rich legacy of SBS as a great parts distributor. I am confident that Hawley is the right choice to support SBS dealers and will be a great partner to the retailers who have supported us.”

XLC, Tioga, Pryme, Torker (P&A, Trikes), Basil and Alienation are among the 14 brands Hawley is adding to their portfolio through this acquisition. The company expects inventory to be transferred and made available to dealers by May 1, 2016 exclusively through its three US distribution centers. Meanwhile, Accell North America will gradually exit the distribution business of the other nationally distributed brands both companies have in common.

“We look forward to partnering with dealers who have been loyal to the brands we’re acquiring,” said Sylvain Caya, President at Hawley-Lambert. “Our goal is to make this transition as smooth as possible. Our Reps will work closely with Reps from Accell to limit service interruptions and transfer relevant account information. We’re confident that dealers who may be new to Hawley will find our recently relaunched website a very useful tool, not to mention access to our growing catalog of exclusive brands like LOOK, Tacx, Catlike, Northwave, EVO, OGIO and Muc-Off.”

“We are a growing organization, and the addition of these brands furthers our commitment to serving the IBD,” says Steve Hawley, Founder at Hawley. “We are honored that Accell chose us to continue providing their customers with world-class support and customer service.”

Brands transitioning from Accell North America to Hawley as of May 1st include: Alienation, Basil, Box, Chromag, Clement, CST, Pryme, Renthal, Skyway, Spank, Strider, Tioga, Torker (P&A, Trikes) and XLC.

##

ABOUT ACCELL NORTH AMERICA

Accell North America (ANA) is committed to leading in cycling innovation in product, brand and specialty business practices to grow cycling in the North America. ANA is the North American business entity of Accell Group N.V. and is located in Kent, Washington. ANA is committed to providing excellence in customer service, product innovation, profitability and brand marketing on the regional and national level. ANA’s best known brands are Raleigh, Redline, and Diamondback.

ABOUT HAWLEY-LAMBERT

Hawley-Lambert is a leading distributor of bicycles, parts and accessories in North American. With headquarters in Levis, Quebec and Lexington, South Carolina the company has the largest IBD reach on the continent – servicing more than 5000 retailers with 70 sales representatives from 4 regional distribution centers.

