



For immediate release:

## **Kodlin USA Inc. partners with Brands That Shine**

Morgan Hill, CA, August 2022

Morgan Hill, CA based company Kodlin USA Inc. has partnered with Brands That Shine to improve their education and training of the US Dealer Network.

In addition to Kodlin's North American distributor Harddrive, Kodlin has recently signed a distribution agreement with Janesville, WI based distributor Drag Specialties. The assignment of Brands That Shine will add the on the ground support necessary to give dealers and distributor sales reps the tools to drive incremental sales with the Kodlin product line.

Jessica, owner of Brands That Shine and her team will travel the country while directly representing Kodlin at dealerships and industry events.

Holger Mohr, President of Kodlin USA says: "I was always impressed with Jessica's passion for the Powersports Industry, Parts & Accessories and for Sales and Marketing in general. Her positive attitude, great dealer network and knowledge of all levels of the distributor's sales organization as well as her professional work attitude are a perfect addition to our team".

Jessica adds that "I am looking forward to working with the Kodlin team and to educate hundreds of reps and dealer staff about the product line. While headquartered in the US, we know the Kodlin roots are in Germany and that they have an uncompromisable focus on high-quality engineering and manufacturing. That gives my company the confidence to only promote the best quality products you can find on the market and the dealer will see minimal to no returns because Kodlin products don't fail."

What started as a line of M8 Softail oriented products has grown into the lighting, suspension, body and controls category for Touring, Sportster S and even Pan America models. Kodlin USA is going to continue to grow their product portfolio. Look forward to a visit from Brands that Shine making sure your dealership can turn this into incremental sales.

**About Kodlin USA Inc.:**

In 1984, sparked by Fred Kodlin's vision of creating custom bikes represented in a way the world hadn't seen before, Kodlin Motorcycles was established. Pushing the boundaries of what a motorcycle can be, the Kodlin name has built a reputation for original bike building, cutting-edge product design and high-quality manufacturing. Now available worldwide, Kodlin USA co-founders Len Kodlin and Holger Mohr have created a hybrid of accessories and design – inspired by both American and European influences. Kodlin accessories have distinct fit, form and functional characteristics not found on the market today.

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**About Brands That Shine**

Brands That Shine was created in early 2017 with a passion for delivering excellent brand representation to distribution and dealer partners. Spending most of each year visiting dealers directly and traveling with distributor sales reps; it is the explicit goal to provide exposure and helpful information with the purpose of growing market share of the brands represented. Brands That Shine can also be found supporting brands at any relevant trade shows, rallies, and racetracks. BTS covers all Powersports segments including Street, V-Twin, Offroad, ATV/UTV/SxS, PWC, E-power and Marine products.

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