



GO AHEAD

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Brands That Shine to grow SBS presence in the US

SEATTLE, WA, JUNE 27, 2022 SBS is enforcing its presence in the US with a new partnership with Brands That Shine, the sales accelerator for quality brands worldwide.

A key motivation for SBS to engage in this partnership, is the dedicated passion for motorcycles and equipment that the Brands That Shine-organization, with lead brand ambassador Jessica Shine, drive around making dealership visits throughout the US with. The goal is to assist and grow sales of present Distributor sales reps.

For much of the year, Jessica, will travel the country while directly representing SBS in dealerships and in industry trade shows, with a mission to inform dealerships about SBS products and refer dealerships to the SBS US Distributors. As an avid enthusiast, Jessica will also help grow dealerships in terms of customer relevance, as they will gain an improved product offering, knowledge, and support to their customers.

- SBS is one of the leading brands in brake products in most parts of the world and they have a great unutilized potential in the US as well. I have already started my road tour with SBS, and I already see a great amount of interest among dealerships for the brake pads, rotors and clutch kits. Especially the upcoming product announcements from SBS will spark a great deal of interest in the industry for sure, says Jessica Shine, Principal @ Brands That Shine.

- It is clear, that SBS wants to grow its presence within the US on many parameters. We have a solid foundation in terms of Distributors already, but if we seek to grow even faster and more steadily, the partnership with Brand That Shine is a must-have. We believe that Jessica is the right person, with the right amount of technical knowledge, industrial and market insights, and overall passion for motorcycles, to promote, educate and enforce SBS's opportunities among the equally dedicated dealerships in the US, says Christel Munk Pedersen, CSO @ SBS.

Over the coming months, Jessica will pass through the following states. Reach out if you would like a dedicated visit:

Time	US State
June 2022	Seattle/Tacoma metro area WA
July 2022	Northern California
July 2022	Oregon
August 2022	Wyoming
August 2022	Montana
August 2022	North Dakota
August 2022	South Dakota
August 2022	Minnesota
August 2022	Wisconsin NVP show
August 2022	Minnesota

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Press contacts

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About SBS Friction

SBS Friction is the preferred OE and aftermarket supplier of brake pads and friction solutions for motorcycles, scooters, ATV/UTVs, special cars and industrial applications, including wind turbines. Our product portfolio also includes brake rotors, clutch kits, brake shoes, brake shims and more. SBS Friction has as an industry first, received full approval according to the ECE R90 regulation, providing riders the most reliable quality in terms of design, manufacturing, and performance. Furthermore, SBS brake pads are enforced with NUCAP NRS technology, which secures a mechanical and indestructible bonding of the compound. SBS Friction is your reliable brake part supplier when you seek braking excellence. Go Ahead - we have the power to stop you! Visit <https://www.sbsbrakes.com/>

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 all 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.