

Highway 2 LLC Becomes Solely-Owned Subsidiary of Selle Royal Group

Costa Mesa, CA – Selle Royal Group, a global leader in the manufacturing and distribution of components and accessories for bicycles and cyclists, has acquired 100% of the shares of North American distributor Highway 2; previously co-owned with Continental, each holding a 50% stake.

This strategic action highlights SRG's commitment to establishing first-class distribution, with a strong focus on exclusive products & brands. This commitment is manifested through collaborative endeavors with SRG dealers.

Highway 2 will remain dedicated to showcasing the premium cycling brands within the Selle Royal Group's portfolio, including fizik, crankbrothers, Brooks England, and Selle Royal. These brands are renowned for their innovation, craftsmanship, and commitment to elevating the cycling experience. Additionally, Highway 2 will continue the distribution of other respected brands, such as knog, renowned for their durability and innovation in the cycling industry.

Furthermore, Highway 2 will continue to offer 100% and ABUS products while supplies last.

This strategic acquisition underscores the shared commitment of Highway 2 and the Selle Royal Group to serving the North American market with dedication and focus.

Highway 2 will maintain its operations under existing management, ensuring a seamless transition and preserving the strong relationships cultivated over the years.

About Highway 2 LLC:

Highway 2 LLC is a prominent distributor in the cycling industry, delivering high-quality products to businesses and customers. With an unwavering commitment to excellence and innovation, Highway 2 has established itself as a trusted partner in the cycling community.

About Selle Royal Group:

The Selle Royal Group is a global leader in designing and manufacturing high-quality components and accessories for bicycles and cyclists. With a portfolio of renowned brands, the group is dedicated to enhancing the cycling experience and promoting sustainable mobility solutions.

