

DEALERNEWS

DN 2.0 #10

DEALER PROFILE

Perri's Powersports, Part II

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Combining Two Global Success Stories



DAINESE GETS THE BOOT

In its ongoing effort to provide protection from head to toe, Dainese Group announces the acquisition of TCX. Combined with the earlier addition of AGV, Dainese's mission continues! "Improving safety in dynamic sports has always been the Dainese mission," said Cristiano Silei, CEO at Dainese Group, "We are committing to ongoing research into innovative systems that protect athletes from head to toe, and are extremely proud of the operation we've built."

Based in Montebelluna, Italy, TCX has deep technical and development expertise and is known for its "Focus On Boots" tagline. Craftsmanship, innovative technology and decades of field research brings a deep understanding of rider needs to the development of footwear," says Silei. "TCX shares with Dainese the passion for product and adds technical and development skills that are fundamental in motorbike footwear. I welcome the TCX team - we're extremely excited to be working together."

With the acquisition of TCX, Dainese Group, with the Dainese and AGV brands, further strengthens the company's position in the footwear category and expands its head-to-toe range of market-leading protective gear.



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(BTR) program
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