

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



Selle Royal Group, a globally recognized leader in the production and distribution of high-quality components and accessories for bicycles, has successfully acquired 100% of the shares of Highway 2. The transition marks an exciting new chapter in Highway 2's journey, allowing us to move forward with fresh enthusiasm and a fortified commitment to our valued business partners.

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. Additionally, Highway 2 will continue the distribution of other respected brands, such as Knog, renowned for their design and innovation within the cycling industry. Furthermore, Highway 2 will continue to offer 100% and ABUS products.

The acquisition by Selle Royal Group will allow us to further pursue our philosophy — based on transparency and integrity towards customers, partners and employees — and strengthen customer-centric business pillars.

## Brand Commitment

Our team members are brand ambassadors who are passionate about cycling and the products they offer. We provide the best product training and engage with the cycling community to create buzz around the brands through events, sponsorships, and social media initiatives.

## Collaborative Approach

We adopt a collaborative approach with customers and partners. We work closely with bicycle shops, retailers and other customers to understand their needs and provide solutions, which will ultimately lead to mutual success and long-term relationships.

## Customer Centricity

We constantly assist customers by providing answers to their inquiries and sharing with them educational resources such as tutorials, product guides, and maintenance tips. Quick response times, knowledgeable staff, and problem-solving capabilities are integral to our company's culture.

## Reliable Logistics

We ensure efficient and reliable logistics and distribution systems to deliver products promptly and accurately to customers and partners.

## Technology and Scalability

We deploy state of the art IT tools — including B2B, EDI, CRM, Analytical Reporting and other advanced solutions — to scale the business up and improve the entire value chain.

Highway 2 will continue its operations seamlessly under existing management, ensuring a smooth transition and preserving the robust relationships cultivated over the years. Our pledge to serve the North American market with unwavering dedication and passion remains resolute. As we embark on this new chapter together, we anticipate a future of continued excellence in the world of cycling.

To ensure a smooth transition and maintain our commitment to you, Highway 2 will continue to fulfill Continental existing open orders until the end of October. However, after this date, any remaining open orders will be transferred to Quality Bicycle Products (QBP), who will handle all aspects of distribution for Continental moving forward, including warranties. Highway 2 will no longer collect orders for Continental products, starting from today.

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All orders on fizik, crankbrothers, Brooks England, Selle Royal, Knog, 100%, ABUS will continue to be fulfilled as normal.

We want to express our sincere gratitude for your trust and collaboration throughout our journey with Highway 2. Our commitment to your success remains unchanged, and we believe this acquisition will open new doors for our partnership.

If you have any questions or need further information regarding this transition, please feel free to reach out to our dedicated support team at [info@highwaytwo.com](mailto:info@highwaytwo.com)

Thank you for your continued partnership.