

May 12, 2020

SW-MOTECH launches division in USA



As announced earlier this year, SW-MOTECH USA LP will start its business activities as the official representation of SW-MOTECH GmbH & Co. KG. in the United States. Based in Portland, Oregon, SW-MOTECH USA will begin serving customers and dealers starting June 1, 2020.

Motorcycle industry veteran, **Sarah Schilke**, has been brought on to head up the U.S. operation. Extensive experience in marketing, sales, and German engineered products makes her a natural fit for the SW-MOTECH family.

Joining the initial team are Former Ducati and Alta Motors service manager, **Quentin Wilson**, to provide customer and dealer technical support, along with **Christian Hansen**, former NW Sales Manager at Alta Motors and Speedymoto who will be responsible for dealer sales.

Working directly in the U.S., SW-MOTECH will be able to more effectively promote its extensive range of luggage solutions, protection, and ergonomic parts for motorcycles to a wider range of customers, assuring service, great availability, and fast shipping. This increased focus is aimed at driving brand recognition and end-user support particularly in the Western states.

“We are proud to extend our business operations to the United States and offer our full product line to riders throughout the country,” states Jürgen Swora, CEO of SW-MOTECH USA. “With Sarah at the helm in a city densely populated with passionate motorcyclists and surrounded by some of the country’s best motorcycle roads, we know this will be a win for SW-MOTECH as well as for riders and dealers in the Pacific Northwest and all of the U.S.”

SW-MOTECH offers a wide variety of adventure, sport-touring, retro, and cruiser motorcycle accessories. Some of its most popular products include TRAX aluminum side and top cases, the patented QUICK-LOCK “tank ring” system, and premium crash bars. Engine guards, skidplates, ergonomic parts, and many other premium accessories are also available for most current motorcycle models. The complete product line will be found under **sw-motech.us** where customers will be able to enter make and model information to find a tailored list of all products available for their specific motorcycles.

Current SW-MOTECH customers will also be able to continue placing orders from Twisted Throttle LLC on the east coast which has been a SW-MOTECH partner since 2002.

About SW-MOTECH

SW-MOTECH started in 1994 when a mechanical engineer built a tail tank for his Africa Twin for a motorcycle tour to Libya. Many motorcyclists were subsequently interested in the tank, and so a dream trip was made a reality and a business idea was born. The company was officially founded in 1999.

SW-MOTECH stood for competence in metalworking, for the first removable carrier in the world, for crash bars, for centerstands. Later the company partnered with soft luggage specialist BAGS-CONNECTION, and quickly came up with the idea for the tank ring and attachment of hovering tank bags using the popular QUICK-LOCK feature.

A great deal has happened in the last 20 years. Today more than 300 people bring their technical know-how and passion to the development, production, and distribution of premium accessories which are sold in 65 countries worldwide. But one thing hasn't changed: at SW-MOTECH, a passion for motorcycles continues to flow through the entire company.