

Upbeat on the Asia Market

# Selle Royal Invests in a 52% Share of Justek

Text & Photos: Editorial Dept.

After over a year of negotiation, Justek and Selle Royal formally concluded a share transfer agreement on January 29, 2010. According to this agreement, Selle Royal will purchase 52% of Justek's shares. The companies also announced two new joint ventures: Justek Vehicle Jiangyin and Justek Vehicle Tianjin. Selle Royal President Babala Bigoli and Justek GM Liu Jian Jun will respectively serve as the president and general manager of these joint ventures.

Justek was founded in 1998, and owns plants in Jiangyin and Tianjin. It has an annual production capacity of 12-15 million bicycle saddles, and focuses on low- and mid-level products. It chiefly



▲Justek GM Liu Jian Jun hopes that the purchase of a stake by Selle Royal will take the company to an even higher level.

sells its saddles in Japan, China, Europe, and the US. It is one of China's largest saddles companies, and its Jiangyin plant is a member of Giant's China G-Team.

Selle Royal's brands include Selle Royal, Fizi:skin, and Brooks. Selle Royal produced a total of 8 million saddles in Europe last year. It has a plant located in Italy that employs 280 persons. Selle Royal mainly sells its saddles on the European market. The Selle Royal Brazil plant employs 500 persons and produced 5 million saddles last year. It chiefly sells its products on the Latin America market. After acquiring a share of Justek, Selle Royal now has a total of five plants in Italy, Britain, Brazil, and China. It is now also the world's largest saddle manufacturer, and has an annual capacity in excess of 25 million saddles.



▲Justek Jiangyin, China.