

SILCA and Mohawk's Announce Distribution Partnership for the United Kingdom and Republic of Ireland

The SILCA logo is rendered in a bold, black, sans-serif font. The letters are thick and closely spaced, with a small 'TM' trademark symbol at the top right of the 'A'.The Mohawk's logo features a stylized mountain range icon to the left of the word 'MOHAWK'S' in a bold, black, sans-serif font. Below the brand name, the words 'EXCLUSIVE DISTRIBUTOR' are written in a smaller, all-caps, sans-serif font.The SVE logo consists of the letters 'SVE' in a bold, black, sans-serif font. The letters are stylized with thick strokes and a modern, geometric feel.The Pivot Cycles logo features a circular icon with a stylized 'P' inside, followed by the word 'PIVOT' in a bold, black, sans-serif font. Below 'PIVOT', the word 'CYCLES' is written in a smaller, all-caps, sans-serif font.

Indianapolis, Indiana — SILCA, the premium cycling accessories brand known for its innovation, performance, and craftsmanship, is pleased to announce a new distribution partnership with **Mohawk's UK**, expanding the brand's presence throughout the **United Kingdom and the Republic of Ireland**.

As part of this partnership, **Adrian Yate** (ayate@mohawks.eu) and **George Gori** (ggori@mohawks.eu) will serve as SILCA's field sales representatives in the territory. **Jamie Mitchell**, General Manager of Mohawk's UK, will oversee the partnership and lead the brand's growth initiatives across the UK and Irish markets.

"We are extremely pleased that SILCA has chosen to partner with Mohawk's UK. SILCA is a globally respected brand with a reputation for innovation, performance, and exceptional quality. Having personally used the products, I can confidently say I have been a longtime fan. We are excited to introduce the range to our dealer network across the UK and Ireland. Our sales team looks forward to working closely with dealers to showcase the full SILCA product offering and support the brand's continued growth in the market."

Jamie Mitchell, General Manager, Mohawk's UK

"Mohawk's has been a strong and valued partner for SILCA in France, and I am excited to expand our relationship into the UK and Ireland. Their focus on premium brands and differentiated products aligns perfectly with SILCA's position in the market. I am confident that, together, we will strengthen our presence and place the brand with leading premium retailers throughout the territory."

Scot Allen, International Sales, SILCA

The partnership reflects SILCA's continued commitment to supporting specialty retailers with premium products, exceptional service, and strong in-market representation. Working alongside Mohawk's experienced sales and distribution team will allow SILCA to further expand its reach and better serve dealers and cyclists throughout the region.

About SILCA

Founded in **1917 near Milan, Italy**, SILCA has been dedicated to creating premium cycling tools and equipment for more than a century. Originally recognized for producing the world's first modern frame pump, SILCA built its reputation on precision engineering, innovative design, and uncompromising quality. In 2014, the company was acquired and relocated to **Indianapolis, Indiana**, where it continues to develop industry-leading products for professional mechanics, elite athletes, and passionate cyclists worldwide. Today, SILCA's product portfolio includes high-performance pumps, tools, lubricants, bike care products, and accessories, all designed with a commitment to durability, performance, and rider experience.

About Mohawk's

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About Mohawk's

Based in **Paris, France**, Mohawk's has a long-standing history of distributing premium cycling brands throughout Europe and has expanded directly into the United Kingdom in recent years. Established as a specialist distributor serving the independent bicycle dealer network, Mohawk's has built its reputation by identifying innovative, high-quality brands and supporting them with dedicated sales, marketing, and dealer service programs.

Over the years, Mohawk's has become a trusted partner for premium cycling brands in the French market, helping develop brand awareness, retail presence, and long-term dealer relationships. Leveraging this experience and expertise, the company has expanded its footprint into the UK and Ireland, bringing the same commitment to brand building, customer service, and dealer support that has made it a respected name within the European cycling industry.

For more information regarding the SILCA product range in the United Kingdom and Republic of Ireland, please contact:

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