

Shimano announces the move of Shimano Belgium and Lazer Sport

Shimano Europe is pleased to announce the move of Shimano Belgium and Lazer Sport to a brand new office in Mechelen, Belgium as per 1 July 2021. Better facilities are needed to meet the future growth ambitions of both companies. Shimano Belgium and Lazer Sport will remain two entities, but will share facilities for more efficiency and synergy.



Marc van Rooij, President of Shimano Europe, commented: *“We are preparing for future growth. Our current facilities in Mechelen for Shimano Belgium and Antwerp for Lazer are not convenient anymore. We intend to prepare for further future growth and meet customers’ expectations even better. The new office will give us more opportunities for dealer trainings, customer meetings, presentations and enhanced test facilities for our helmet business. Furthermore it features a smooth reachability for retailers, customers and distributors being only 20 minutes from Brussels’ Zaventem Airport and close to motorway E-19. We are confident that with this move we will be able to serve our customers even better.”*

NOTES TO EDITORS

1. Embargo: FOR IMMEDIATE PUBLICATION

2. About Shimano Belgium: Shimano Belgium is the subsidiary of Shimano Benelux, responsible for the marketing, sales and distribution of Shimano branded bike components, accessories and agency brands like PRO, Pearl Izumi, Milremo, Lazer and Science in Sport. The current office is located at Zandvoortstraat 21, 2800 Mechelen, Belgium.

3. About Lazer: Lazer's products are the result of 100 years of expertise, passion and dedication. Lazer strives to create the perfect mix between design, comfort, safety and technology. This attitude has shaped Lazer into one of the most innovative helmet companies in the world. Lazer designs bicycle helmets on its home soil in Belgium and markets these products globally, in almost every country, on every continent. Over the years Lazer has teamed up with some of the greatest champions the world has ever seen to create some of the most progressive products ever used. Today Lazer continues the tradition of working with top athletes to create world-class products. Lazer stands for the passion of performance and the joy of riding. The current office is located at 33-37 Lamorinierestraat, 2018 Antwerpen, Belgium