

# INTERNATIONAL DEALER NEWS

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**ISSUE #144**

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## MAG sells British manufacturer Rental back to company founder Henry Rosenthal

The Texas based Motorsport Aftermarket Group (MAG) has sold Stockport, UK off-road and street parts specialist Rental back to founder Henry Rosenthal. Rental was formed in 1969 by motorcycle and engineering enthusiasts Andrew Renshaw and Henry Rosenthal, initially making handlebars for trials bikes. In 1975 the company entered the motorcycle market and its lightweight, high-strength aluminum handlebars revolutionised motorcycling – attaining 198 World Championships and 205 US titles in the decades since. Rental became the first aluminum handlebar to be fitted as original equipment on a Japanese off-road motorcycle in 2004, with Honda, Kawasaki and Suzuki (plus KTM) still using Rental handlebars for their performance motocross models. Most recently Rental has successfully entered the MTB market. Noted for their manufacturing quality and innovation in engineering, these days Rental offers a wider range of parts and

accessories for street and off-road applications such as grips, bar mounts, levers, handguards, chainwheel, chain and brake pads, in addition to the handlebars and sprockets for which it remains best known. Rosenthal sold the company to MAG in 2006, where it joined a then growing stable of internationally respected aftermarket brands that includes the likes of Vance & Hines, Kuryakyn, Performance Machine, Roland Sands Design and Progressive Suspension. In 2014 MAG merged with Tucker Powersports (formerly known as Tucker Ploidy), one of the US market's leading aftermarket parts and accessory distributors, with deep roots in the off-road industry as owners of brands such as MSR, Pro-Taper, Dragonfire and Answer. Henry has remained in an active leadership role at Rental, and commenting on the deal to sell Rental back to its founder, Andy Graves, MAG's

President and CEO said: "Rental has performed very well under MAG ownership, and we are excited to continue our close relationship as their leading US distributor going forward. Henry's passion and experience in the off-road market gives us confidence in the brand's continued success built upon great products". As part of the deal, Tucker Powersports has entered into a multi-year distribution agreement that will see it continue to represent the British manufacturer to its dealers in the United States. The sale of Rental marks the completion of MAG's plan to withdraw from its European investments, having recently also sold its UK based subsidiary MAG Europe to Dutch distributor Motorcycle Storehouse. In other corporate news, French helmet manufacturer SHARK also has new ownership. Prior owner Naicap Partners, a Paris based private equity investor, has sold a majority stake in French motorcycle

## THE AMERICAN REPORT HARLEY AND POLARIS STARTING TO FEEL THE TARIFF PAIN



## HELLO CURTISS



## 'GIRL POWER'



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heating, USB power port etc. Installation is genuine Plug & Play without the need of a strobe-lamp due to precise ignition point markings – the single woodruff key slot on the crankshaft mounting of the

and ships inclusive of rain cover.

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