



SHARK 台灣/港澳代理

TKR 志仁有限公司

<http://tkrmoto.tw/index.htm>

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【新聞稿】2015 年 5 月

Naxicap 集團日前對外宣佈收購 FIK 旗下的 4 個品牌，其中包括 Shark(賽事專用安全帽)、Bering、Segura(騎士流行服飾)以及 Bagster(車用箱/包/旅行配備)。

Shark 於 2011 年開始收購機車配備相關品牌，後隨即委託 PERCERA 經營管理團隊整合 Shark 旗下機車類品牌(SHARK, BERING, SEGURA, BAGSTER)。

PERCEVA 總裁 Patrick Francois 表示，感謝近來集團在策略上所做的一些變化而帶來的正面效應，如今我們得以將手上所有的資源整合，並妥善運用在我們的行銷策略上。先前 Perceva 已促使 Shark 和 Trophy 合併，現在再加上 Naxicap 在財力上對團隊的全力推動，我相信我們的團隊，不管是對內或對外，都是利上加利。Naxicap 集團在 2000 年代就曾與我們有過合作關係，如今能再次合作，全體同仁都感到無比的榮幸。

Naxicap 董事 Angele Faugier 表示，我們的團隊在 2000 年開始就致力求新求變，如今我們已經在這個市場上扮演了重要的角色，但是我們還是希望能帶動整個市場，不管是對內或對外，我們要到達的目標是全面的提昇。同仁們不但要合力鞏固這個市場，換言之，我們要致力並維護選手們在賽場上的安全。

團隊目前全球員工超過 500 人，營收約 6500 萬歐元，其中一半以上的營收是來自於法國。Shark 的產品目前已被公認是機車界最安全，最先進的產品之一。

- SHARK: 全世界唯一擁有兩張證書的安全帽(歐盟證書/SHARP 證書)。  
Skwal 安全帽是 SHARP 目前認證最高等級具有 LED 安全性能的安全帽
- BERING: 全面防護賽車服，含配備 AC3 電動安全氣囊
- SEGURA: 騎士流行服飾
- BAGSTER: 車用箱/包/旅行配備

集團所研發生產出來的產品由法國當地設計師團隊量身打造。此目的在確保產品研發人員在改造創新研發新產品之餘，不忘結合時下最新時尚科技。



The French market leader in motorcycle equipment now controls the resources to speed development



Naxicap Partners has announced its acquisition of the FIK Group, whose holdings include the brands SHARK (helmets), Bering and Segura (clothing) and Bagster (luggage, saddlery).

After Shark bought out these brands in 2011, management teams backed by PERCEVA were able to form an international group offering a wide array of brands and products in the motorcycle sector (SHARK, BERING, SEGURA, BAGSTER).

Patrick FRANCOIS, Group President: *"Thanks to all these changes, the Group has now assembled the resources to implement its strategy. Perceva had enabled Shark and Trophy to merge, and Naxicap's contribution should facilitate both internal and external growth over the coming years. Naxicap had partnered with us during the 2000s and we're pleased to be working with them again."*

Angèle Faugier, who sits on Naxicap's Board of Directors: *"The Group has changed considerably since the 2000s. It's now a major market player and we're looking to help it develop, whether internally or externally, over the upcoming period."*

*"The Group will need to consolidate its leadership in the motorcycle market or, more generally, in the segment of athlete protection."*

The Group, with a total employment of over 500, today accounts for nearly €65 M in sales, over half of which are generated in France.

Its products are recognized as the safest and most innovative in the market.

SHARK: The only helmet with a double certification, the new Skwal helmet, Shark has launched

SHARP-rated, state-of-the-art motorcyclist protection;

BERING: Very protective clothing, by AC3; an electronic airbag

SEGURA: Very trendy brand

BAGSTER: Flexible bags, customized saddles, accessories.

The Group develops its product lines by working closely with France-based in-house designers and stylists. It relies exclusively on the latest in design technology while investing heavily in innovation every year.