**Pressrelease |** For immediate release

**Rikard Björk, new Regional Managing Director at Bihr Nordic**

**Gothenburg, 2018 |** The first of October 2018, Rikard Björk took over as Regional Managing Director for Bihr Nordic. Rikard comes from ASICS Sverige AB, where he has worked with several assignments in the past 5 years, focusing primarily on the commercial agenda. Lastly, he was primarily active as Regional Director for Scandinavia and the Benelux countries as well as CEO of the Swedish entity, but also has a long experience from the FMCG industry through companies such as Carlsberg, Diageo, BIC etc.

– By hiring a Swedish Regional Managing Director, we keep our promise to the market to have a multi-local organizational structure and by this strengthening our local focus in the Nordic market. We also see that Rikard's previous experience brings a new dimension into our company, says Michel Neven, who leaves the post and continues as Senior Director, Business Development, for Bihr Europe.

Bihr Nordic is formerly known as Duells but changed its name in January 2017 and is now part of an European organization. Bihr Nordic is headquartered in Gothenburg, with branch offices in Roskilde, Oslo and Östersund, and is represented by over 2,500 retailers.

– When I got the offer to become Regional Managing Director of Bihr Nordic, I saw it as an incredibly exciting challenge. Duells is a well-known brand and when Bihr Europe acquired Duells in 2013, it was the start of the foundation of the current Bihr Nordic. Through a massive product range and increased service level, we will be better able to meet market demands, needs and expectations, which will soon be heard. In combination with a strong owner with long-term goals, an incredibly dedicated and competent staff, Bihr Nordic is given every opportunity to continue moving our position on the market. We still have a clear goal to create long-term and developing partnerships with our partners and customers, says Rikard Björk.

**Om BIHR Nordic:** *Bihr Nordic är en del av Europas ledande distributör av personlig utrustning, reservdelar och tillbehör för MC, MX, Cykel, skoter och ATV. Sortimentet är heltäckande med fokus på internationellt starka varumärken och finns tillgängliga via lokala nätverk av professionella återförsäljare för att kunna ge bästa möjliga kundupplevelse.*

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