



Bike Alert strengthens its presence in the UK market

DID chain proves a perfect fit for portfolio of market-leading brands

After a "very successful" InterMot show at Cologne, Bike Alert announced it would be taking on the distribution of DID Chain. The official launch to the UK motorcycle trade is expected to be held at Bike Alert's impressive new exhibition stand at this year's Motorcycle Trade Expo (15-17 January). Alongside DID Chain, Bike Alert will be launching its newest range of JT front sprockets with rubber cushioning which are a direct OE replacement. Also new in 2017 for the UK market will be the full range of JT Drive Belts.

Bike Alert says its focus has always been on high-quality products and good value and as such DID, the de facto bar of excellence in the motorcycle chain business, would be a natural fit with Bike Alert's own market-leading brands, JT and Hiflofiltro.

DID is well established in the trade, is well respected and claims to be the largest motorcycle chain manufacturer in the world, supplying original

equipment (OEM) and replacement product. Manufacturers such as Honda, Yamaha, Suzuki, Kawasaki, BMW, Harley-Davidson, Husqvarna, KTM, MV Agusta and many more obviously believe in the superb quality offered by DID. With a comprehensive product range that includes chains for road, motocross, enduro, trial and an exclusive ER series of racing, DID Chain is able to meet all the specific requirements of the market.

DID is now part of Bike Alert's service parts portfolio that includes the premium workshop-sector own production brands of JT and Hiflofiltro.

From its 65,000sq.ft London head office, Bike Alert has been supplying the motorcycle wholesale trade in more than 70 countries with its core business of JT Sprockets since the early eighties. JT Sprockets is a world leader when it comes to the replacement market and it accounts for roughly 60% of all big motorcycle aftermarket sprocket sales worldwide. Bike Alert says this is as much as

all the other brands combined, and that in the UK that percentage is much higher. Whether it's for street, off-road or racing, quality counts - which is almost certainly one of the reasons that seven out of 10 distributors of top-quality chains worldwide use JT Sprockets in their chain and sprocket kits.

Bike Alert CEO Chris Boyiantzeas started the production of the JT Sprockets in 1985 and decided to introduce the brand to the European aftermarket through a newly established UK company.

JT is committed to supplying the most durable, best-built sprockets in the market. This can only be achieved by starting with the best raw materials and then machining the sprockets with absolute precision and accuracy. Today, JT is the only sprocket manufacturer using the super-hard, ultra-durable high-carbon C49 steel for its rear sprockets.

Its lightweight aluminium competition sprockets are made from the high-grade 7075-T6, sourced in Austria from the same production line as aluminium used in the aviation industry. Bike Alert points out that all JT's front sprockets are made with SCM420 Chromoly steel and are fully heat-treated. This commitment to quality extends to the production tools and techniques JT uses to turn that steel and aluminium into a sprocket, by CNC design and computer-controlled gear cutting, machining and drilling, to achieve the closest tolerances and best tooth profile. All JT Sprockets are made to match, or exceed, all OEM specifications says Bike Alert and, are offered at a competitive price.



DID Chains' reputation is such that it supplies original equipment to manufacturers such as Honda, Yamaha, Suzuki, Kawasaki, BMW, Harley-Davidson, Husqvarna, KTM, and MV Agusta. Its comprehensive replacement-product range includes chains for road, motocross, enduro, trial and an exclusive ER series of racing.

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JT is committed to supplying the most durable, best-built sprockets in the market and is the only manufacturer to use the super-hard, ultra-durable high-carbon C49 steel for its rear sprockets. Bike Alert is using Expo to launch its newest range of JT front sprockets with rubber cushioning which are a direct OE replacement. Also new in 2017 for the UK market will be the full range of JT Drive Belts.

Bike Alert's devotion to quality is evidenced by the Hiflofiltro range of oil and air filters. Twenty years ago Bike Alert took the bold step of submitting its entire Hiflofiltro motorcycle oil filter range to Germany's TUV certification body for performance testing, production monitoring and ultimately certification. The extensive catalogue of Hiflo oil filters - covering all makes and models of motorcycles, scooters, ATV, UTV and marine applications - had all their raw materials, production processes and performance tested and compared with the OE filter they replaced to ensure they met or exceeded the OE standards. Every one of the oil filters passed.

To maintain the certification, Hiflofiltro has to demonstrate that every single filter produced will meet the same quality standards as the test filters submitted. The manufacturer must allow TUV representatives regular factory inspections and random testing of oil filters taken straight off the assembly line.

This commitment to quality and absolute reliability is the reason that Hiflofiltro is well

established as world's number one aftermarket filter supplying also major OEM and top private brands.

Quality of supply is also a priority for Bike Alert. Its Dartford, UK and Atlanta, USA, warehouses stock more than three million Hiflofiltro oil filters, 500,000 air filters and 800,000 sprockets. Bike Alert's range of sprockets and filters covers 99% of all bikes and ATVs in use. Worth noting, Bike Alert has recently increased the JT sprockets stock levels significantly to ensure supply fill rates of 99% plus throughout 2017.

Bike Alert also acts as UK supplier to distributors for Vee Rubber and BS Batteries. Vee Rubber is a major European and Japanese OEM scooter tyre manufacturer and has fitments for most road and off-road applications including road, scooter and motocross. BS batteries, SLA factory-sealed, are very trade-friendly as they are shipped fully-charged and sealed so there are no transportation issues and they can go straight from shelf to bike.

The addition of DID and JT Drive Belts to the Bike Alert transmission portfolio complements its other product ranges perfectly.

So now, with Bike Alert's stocking and wholesale distribution network already well established, covering 100% of the UK and Eire, dealers can be sure of quick and easy fulfilment of all orders for DID chain and JT Sprockets sets. Furthermore, Bike Alert intends to hold the 2016 DID prices despite the general trend of price increases announced across the trade. ■

BIKE ALERT TIMELINE

- 1985 Chris Boyiantzeas starts production of the JT Sprockets in Thailand and establishes a partnership with Susan Marsh in London to distribute the product to the UK and European markets.
- 1990 Bike Alert PLC is registered in the UK and operations move to larger premises in south London.
- 1992 Bike Alert Inc USA is incorporated (100% subsidiary of Bike Alert PLC, UK) in USA and starts distribution of JT Sprockets based in Los Angeles California.
- 1995 Bike Alert INC USA relocates to Atlanta Georgia, USA
- 1995 Start production of Hiflofiltro oil filters.
- 1997 Achieved TUV south Germany homologation for the Hiflofiltro oil filters
- 1997 Bike Alert PLC moves to larger, 25,000sq.ft freehold premises in south London.
- 2001 Start production of Hiflofiltro air filters.
- 2009 Bike Alert INC USA moves to its present 64,500sq.ft freehold facility in Lithia Springs, Atlanta Georgia.
- 2012 Bike Alert PLC moves to its present 65,500sq.ft freehold facility at Dartford, Kent.
- 2017 Portfolio is further expanded to include DID motorcycle chain and JT Drive Belts and JT rubber cushioned (OEM type) front sprockets.

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