



London, ON – February 9th, 2018

Parts Canada proudly welcomes SENA Technologies, Inc., to join our roster of aftermarket parts and accessory suppliers, distributed to the Canadian market. The new agreement includes distribution of highly trusted communication units, helmets and accessories, covering all Canadian territories.

SENA Technologies is a global leader in Bluetooth innovation for the motorsports, action sports and outdoor sports lifestyle markets. Among the products distributed by Parts Canada are the: Full-face and half helmets, motorcycle headsets and intercom systems, all designed to provide riders with a secure and unrivaled audio experience.

Both SENA Technologies and Parts Canada understand the value in creating innovative technological solutions to provide Canadian motorcycle enthusiasts of all levels with equipment engineered for connectivity; enabling real-time communication. Representatives on each side are devoted to delivering excellence by maintaining dynamic relations that preserve their position at the forefront of the motorcycle industry.

Rick Grassadonia, VP of Sales at Sena explains: “We are thrilled to have Parts Canada as part of the Sena family and are looking forward to having our premium products carried by their trusted partners.”

We warmly welcome Sena Technologies to the Parts Canada family.

SENA

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