

DMACK Nordic Oy / Suomi Tyres

## A new chapter for Suomi Tyres begins now!

8 November 2023. Shimano Nordic are incredibly happy to announce that, together with Suomi Tyres and DMACK Nordic, we are entering into a definitive agreement to become the sole distributor in the Nordics. Over the course of 2024 and onwards, the brand will launch new models, invest in brand new machinery, and continue to take multiple steps forward in product innovation and quality with a focus on the unique challenges of the Nordic countries.

Suomi Tyres will continue to be a brand at the forefront of sustainability with their use of high-quality non-toxic oils and their locally sourced suppliers. Production will continue in Lieksa, Finland to ensure that the ecological footprint of the supply chain remains the lowest in the industry for the Nordic market.

Suomi Tyres are unique with their high-performance studs produced locally in Finland that provide both grip and reduce rolling resistance. Their market leading winter specific compounds ensure that the tyres will maintain the same levels of performance for years to come whether you commute using an eBike, or ride trails in the frozen forests.

*"We are really looking forward to the next chapter together. The combination of our experience and legacy in the harsh conditions of WRC racing alongside the experience of Shimano Nordics in the cycling industry means we are well positioned to take studded tyres to the next level." - Dick Cormack, Managing Director DMACK Nordic.*

*"We are really happy to be able to work together with DMACK Nordic who have a wealth of experience in tire production in WRC. We are sure that this move will be a revolution toward both commuters and professional cyclists". – Andrew Cowan, Managing Director Shimano Nordics.*

We will continue to update the market with our developments and activities over the course of 2024 and onwards. We are proud and happy to take another step and continue enhancing the safety of cyclists in the winter in an environmentally conscious way.

**More: [dmacktyres.com](https://dmacktyres.com)**