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R&G announces new partnership with Brands That Shine

R&G, the global leader in motorcycle crash protection, announces a new partnership with Brands That Shine. The company will work to further boost the growth of R&G in the US through increased dealer support and a heightened presence at the track.

The move marks a significant step forward for the British brand as it expands its reach across the US market, with [Brands That Shine](#) opening channels and boosting dealer awareness to grow the business in the US.

Commenting on the announcement, Simon Hughes, R&G's managing director, says, "We are really excited to be working with Brands That Shine. Jessica's expertise in relationship building, brand awareness and creative marketing, perfectly complements the emerging growth sectors for R&G. I believe this is an important step in continuing the expansion of our brand presence in the US with a long-term strategic partnership."

Jessica Shine, founder of Brands That Shine, adds, "Our goal has always been to provide the best possible products and aftersales support for our dealers, while giving our brand partners the focus and attention they deserve. R&G has offered us the opportunity to promote a range of outstanding products suited to our customer base, which are not only market leading, but also fit into our long-term vision. I look forward to seeing what the future holds for both parties as a result of this great partnership."

Founded in 1999, R&G is a world leader in damage protection and styling accessories for motorcycles. For over two decades, R&G has protected hundreds of thousands of road riders and racers from expensive damage when the worst happens. With thousands of applications for hundreds of bikes, R&G products have been used in racing championships across the globe, including British Superbikes, MotoAmerica and Australian Superbikes.

R&G is an official partner of the 2022 MotoAmerica Championship, as well as sponsoring two teams in the Series – [Team Hammer](#) and Tom Wood Powersports. MotoAmerica has also given its official approval for R&G Engine Case Covers, Lever Guards and Tank Sliders.

Alongside providing essential crash protection products such as Aero Frame Sliders, Engine Case Covers, Crash Bars and Fork Protectors, R&G also offers a host of accessories, such as Exhaust Hangers and Fender Eliminators.

R&G will be attending AIMEXPO 2023 (Feb 15-17, Las Vegas) where visitors to booth 4084 will be able to see the firm's range of products first hand.



[Jessica Shine](#)





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