

# GLOBAL DISTRIBUTION GUIDE

COLLABORATE TO WIN MORE AND SHARE THE FAME AND FORTUNE FROM GROWTH OF SWM POWERSPORTS

> PART.01

## **Brand Strength**

> PART.02

## **Product Strength**

> PART.03

## **Win-win Distribution Teamwork**

> PART.04

## **Distribution Guide**

> PART.05

## **FAQ**

# BRAND STRENGTH

DRIVEN BY TECHNOLOGY INNOVATION, CREATE GLOBAL BENCHMARK ORV BRAND

Since 1971 in Milan Italy, SWM has built a legendary reputation for performance and precision craftsmanship in motorsports, a legacy spanning over 50 years.



**SWM**  
**POWERSPORTS**

DRIVEN BY TECHNOLOGY INNOVATION,  
CREATE GLOBAL BENCHMARK ORV BRAND



Starting in 2025, that legacy **hits the dirt on four**. We're bringing the same Italian artistry and raw power that defined our motorcycles to conquer the world of All Terrain Vehicles.

## **SWM Vision**

---

To be the global leader in smart all-terrain vehicles, born for outdoors.

## **SWM Mission**

---

Drive industry innovation and deliver exceptional all-terrain experiences

## **SWM Core Value**

---

Passion

Challenge

Free



## WORLDWIDE RENOWNED

Known for their top-class engines and off-road machines, SWM saw huge success across Europe and America, defining extreme sports.

**1975-1979**

**1971**

## BRAND START-UP

Born in Milan, Italy, SWM dominated Europe in the 70s-80s, a symbol of Italian manufacturing.



## THOROUGH INNOVATION

SWM revitalized the brand by acquiring the Husqvarna Milan factory, combining SWM's legacy with Husqvarna/BMW's advanced tech. A new Italian design center was established, launching SWM's new journey.

**2014**

**1980-1989**

## SWEEP THE WORLD

SWM's high-performance off-road lineup ranked top 3 globally in the 80s, becoming synonymous with freedom and individuality.



**2016**

## SWM MOTORS

In July 2016, SWM Motors brand presented the global launch in Beijing.



## SWM POWERSPORTS

SWM Powersports hits the outdoor realm ready to compete, built on the legendary design and fine craftsmanship of Italy.

**2024**

**6000<sup>+</sup>**

Employee

**1000<sup>+</sup>**

Technical  
Professionals

**4 in 4 Countries**

Global Layout

**300<sup>+</sup>**

Senior Powersports  
Vehicle & Engine R&D  
Professional

**30<sup>+</sup>**

Manufacturing Background  
In Automobiles, Motorcycles  
And Agricultural Machinery



**SWM American  
Sales & Service Center**



**SWM Headquarter, Italy  
EU Sales & Service Center**



**SWM Asia-Pacific  
Sales & Service Center**



**SWM Vietna Production Base**

# PRODUCT STRENGTH

DRIVEN BY TECHNOLOGY INNOVATION, CREATE GLOBAL BENCHMARK ORV BRAND

# 2026 Hot Selling Lineups

# 2027-2028 SWM New Release



Mid Size  
ATV

Mar. 2026

**Trailhunter  
580/720**

- 580 ATV Basic/Touring  
- 720 ATV Basic/Touring/Mud



Full Size  
ATV

Apr. 2026

**Trailhunter  
850/1000**

- 850 ATV Basic/Touring  
- 1000 ATV Basic/Touring



Mid Size  
UTV

May. 2026

**Nomader  
580/720**

- 580 UTV 2 seater  
- 720 UTV 2 seater/4 seaters/Mud  
- 580/720 HV



Mid Size  
UTV

Nov.2026

**Nomader  
850/1000**

- 850 UTV 3 seater/6 seater/Mud  
- 1000 UTV 3 seater/6 seater/Mud  
- 850/1000HV/HVAC



Mid Size  
Hybrid UTV

Dec. 2026

**Nomader  
EV 850/1000**

**Nomader  
HEV 850/1000**



Compact Size  
ATV 350cc

Trailhunter 350



Mid-Size  
E-UTV

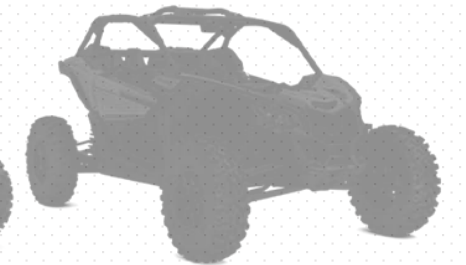
EV Nomader



Full Size  
Hybrid UTV

2027-2028

Hybrid Nomader



SSV Hybrid

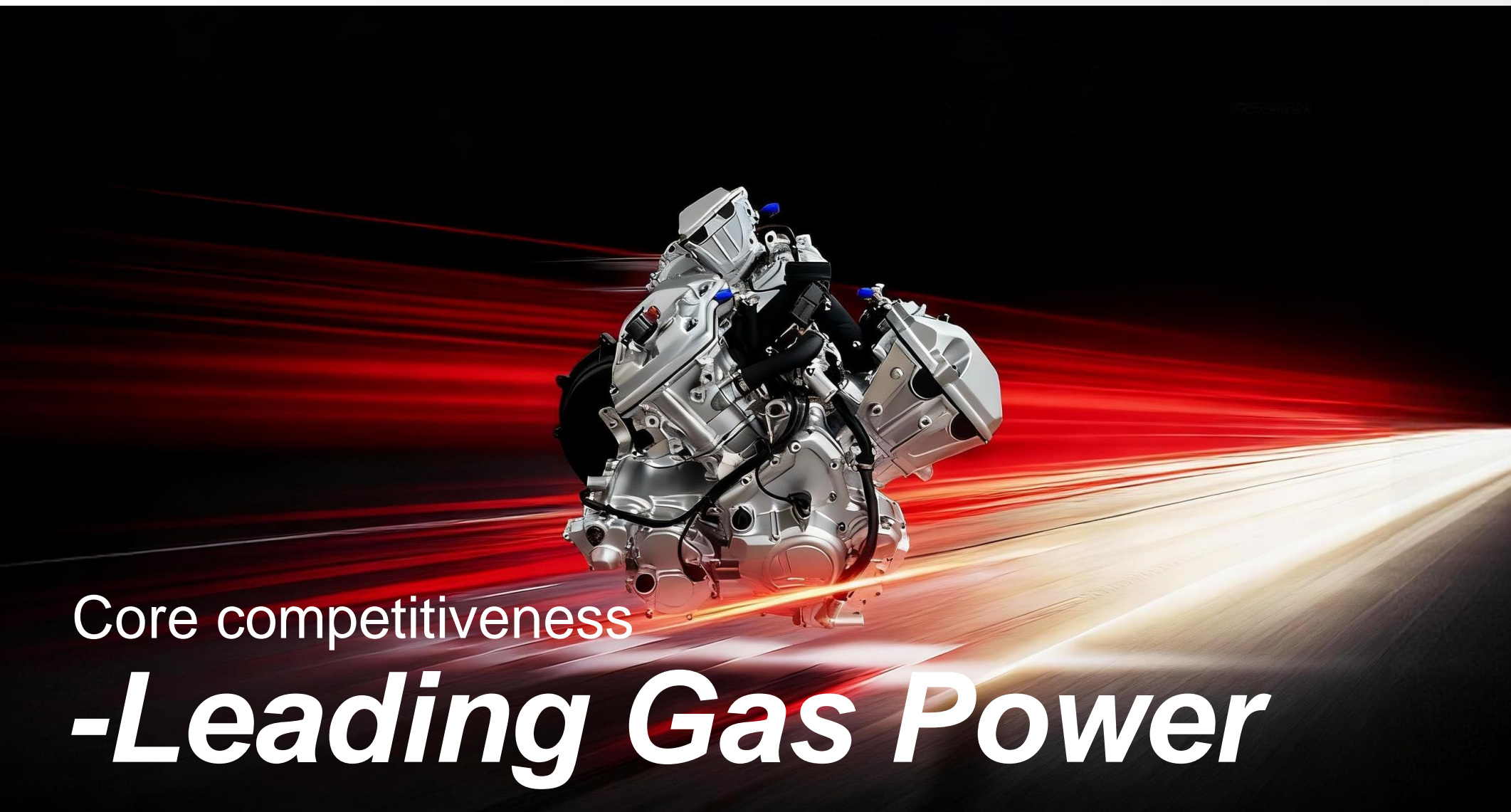
Storm-X

**SWM**  
ITALY - 1971

**Hybrid**

210 **SWM999 Hybrid**

160 **SWM650 Hybrid**



**SWM**  
ITALY - 1971

101 **SWM999**

51 **SWM720**

**SWM580**

**SEGWAY** 90

44

30

**LONCIN** 97

47

44

**CFMOTO** 85

45

37

**YAMAHA**

47

40

**POLARIS**

90

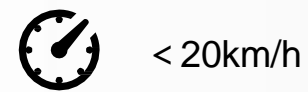
44

33

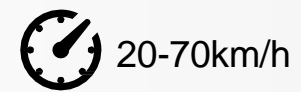
## Drive Mode

Charging control: SOC≤30%

Electric drive



Electric drive  
+Engine drive



Engine drive  
+Battery charging



## Advantages

Optimized vehicle heat load

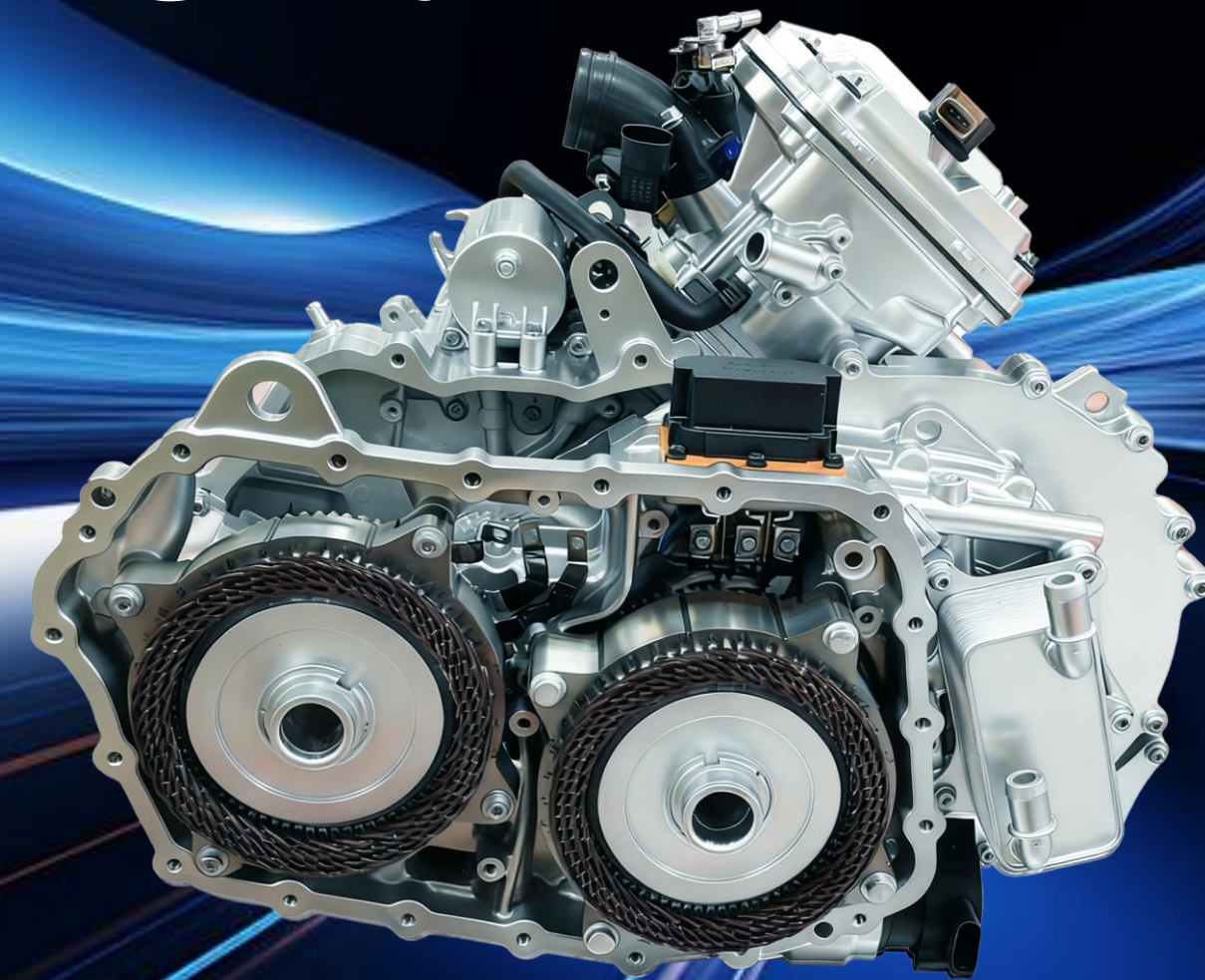
Better NVH performance

refuse applicable intelligent tech







Lower fuel consumption

Core competitiveness

# *-Leading Hybrid Power*



# ***Solution to Customer's Critical Concern***

-  Smooth Electronic shift
-  Efficient Engine Heat Dissipation
-  Optimizing vehicle NVH
-  SWM automobile technology to enhance UTV cab sealing
-  SWM automobile hybrid technology to optimize fuel economy
-  Address extreme-scenario security (e.g., rollover), add protection, trigger alarms, locate precisely, and notify emergencies.



## 2026 ATV Smart Application Plan

- Multi Select EPS
- 3 Speed Limit Keys
- Engine Braking System
- Driving Assistance
- Active Descent Control
- Intelligent Throttle Control
- CVT Turf Mode
- Ride Smart System
- TPMS
- Speed limiter
- RF Digitally Encoded Security System
- intelligent Dwonhill Control!

## 2027 ATV Smart Application Plan

- Auto front light Industry -first feature
- Auto-lock Front Differential
- Hill-start Assist Control (HAC) Industry -first feature
- CVT with Quick Response System (QRS)
- Cruise Control System Industry -first feature
- CVT extra Low L
- 2WD/4WD/4WD Auto Lock
- CVTElectronic Drive Belt Protection

## 2026 UTV Smart Application Plan

- Electronic Parking Brake Industry -first feature
- Electronic Gear Shift



Core competitiveness

# Leading Intelligence

# Core competitiveness Smart rider

Real-time Vehicle Status

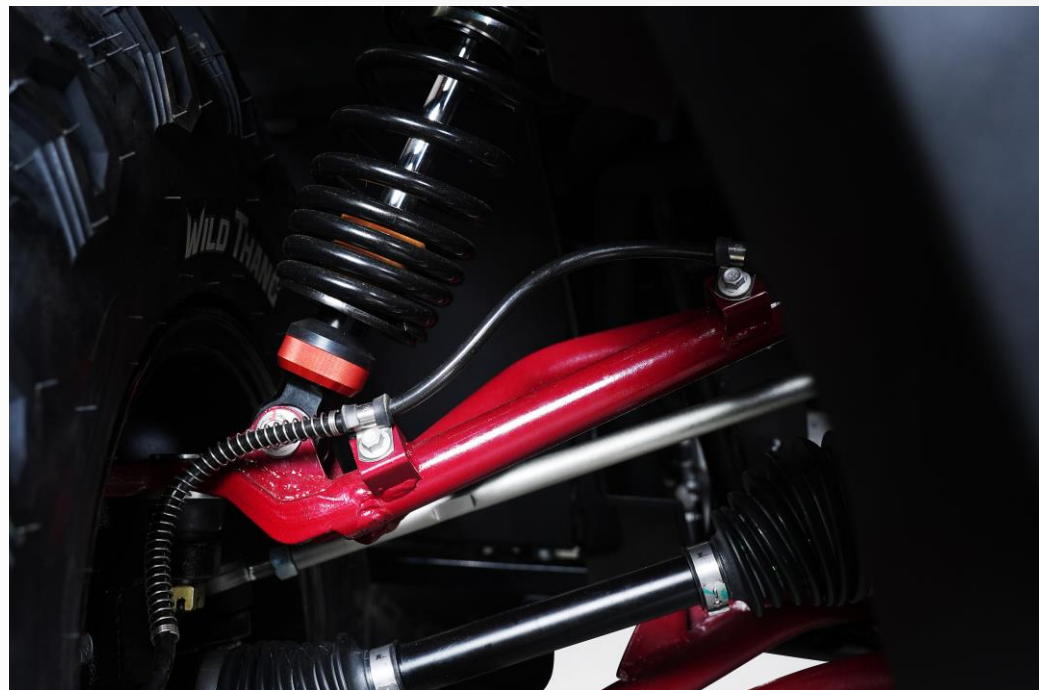
Group Cycling

Map Navigation

Community



# ***Industry-Leading All Terrain Vehicle Performance & Advantages***



**Innovative and reliable suspension design with 20% higher travel VS rivals, enhanced driving comfort & off-roading superiority**



**High-yield strength alloy steel frame delivering superior reliability for harsh application scenarios.**



**Cutting-edge intelligence: Global ORV intelligence leader**

# Win-win Distribution Teamwork

DRIVEN BY TECHNOLOGY INNOVATION, CREATE GLOBAL BENCHMARK ORV BRAND

# ***SWM DISTRIBUTION CONCEPTION***



**SWM**  
ITALY - 1971

**Genuine Win-Win  
Distribution Teamwork**

Advocate the modern  
teamwork partnership  
between manufacturer &  
distributor



**Other**

Simple traditional  
purchase & sale  
relationship

# ***WHAT CAN WE OFFER?***

## **EXCLUSIVE RIGHT**

Flexible single country + Multi-countries regional exclusive distribution co-nurtures the dealership & brand popularity based on:

- Mutual trust and mutual benefit
- Win-Win incentive mechanism
- Strategical long-term collaboration
- Teamwork, rather than simply purchase & supply relationship

## **TEAMWORK ORIENTATION**

Overall teamwork support except exclusivity:

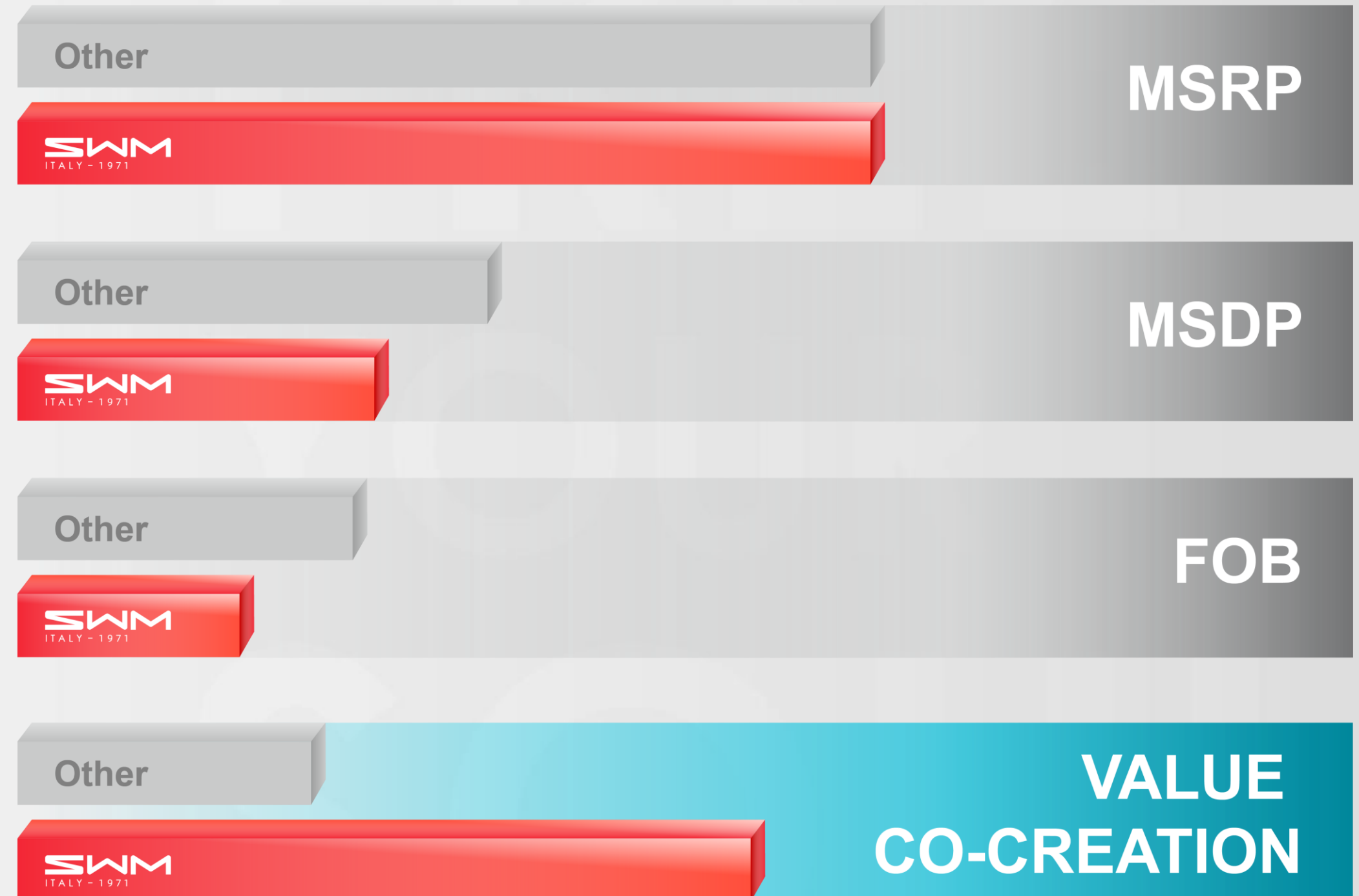
- Technical and training support
- Marketing support
- Sales incentive mechanism
- Manufacturer & distributor overall interaction of pricing, co-product planning, technical exchange, interactive marketing activities, service. etc

# WHAT CAN WE OFFER?

***Penetrating the market  
Create an exceptional advantage***

## **Exceptional Value & Pricing**

- Overall leading product configuration
- Robust power train
- Exceptional customer service
- More penetrating pricing



# ***WHAT CAN WE OFFER?***

## ***Market Promotion***

*SWM Global marketing & promotional support*

- Promotional & AD materials
- SWM Marketing activities
- SWM special support:
  - Exhibition support
  - Showroom display support
  - Test drive vehicle support
  - Racing vehicle support
  - Annual marketing support based on annual sales performance, marketing influence, dealership quality & quantity, service satisfaction, payment punctuality, etc.

## ***Customized Support***

*Special distribution territory with specialized customized support:*

- Special market with special Color customization
- Special market with special decal customization
- Special potential market with flexible branding cooperation on condition of brand new differentiated industrial design and differential structure design and configuration.
- Special Manufacturing localization in special potential distribution territory

# ***WHAT CAN WE OFFER?***

## ***FAST SERVICE RESPONSE***

*24+72 mechanism (24 hrs rapid response +72 hrs timely solution)*

- Global coverage sales & service centers: EU Sales & Service Center; American Sales & Service Center; Asia-Pacific Sales & Service Center;
- Local spare part warehouse in EU, US and Asia to solve the emergency supply of key components
- Building emergency stock of hot-selling products to solve the urgent market demand
- After-sale service online system to build efficient connection between dealers and retailers on after-sale service work

*After-sales service engineer local rotation, timely solve market problems*

- Provide PRE & IN & AFTER SALE technical support and services to timely solve the problems of dealers and users.
- Periodically visit partners for training and service
- Cooperate with partners to meet demands of various important technical support and service

**Industry-leading order production timeliness: Efficiently complete order production, inspection and packaging for shipment within 30-45 days**

**2-Year Limited Warranty comes with every product, reflecting our commitment to support your long-term success.**

# **DISTRIBUTION GUIDE**

**DRIVEN BY TECHNOLOGY INNOVATION, CREATE GLOBAL BENCHMARK ORV BRAND**

# Embrace SWM

**Accept SWM business philosophies, brand image and SWM product lines.**

**Understand SWM distribution conception and work with SWM distribution management.**

**Willing to focus on marketing, sales, and services to increase SWM's brand awareness**

## GENERAL RECRUITMENT REQUIREMENT BASED ON BRAND CULTURE RECOGNITION

### COMMERCIAL REPUTATION

- Local company
- Good market reputation and public
- praise Operating for more than 3 years
- No bad records such as violations of laws and legal disputes

### SALES & MARKETING CAPABILITY

- Comprehensive experience in selling the same or similar products.
- Maintenance of a well-qualified and well- trained sales force that is familiar with the manufacturer's products and is skilled in demonstrating the advantages of those products to the clients.
- Commitment of sufficient resources required for aggressive sales and marketing of the manufacturers' products
- Ability to accurately forecast future sales and identify changes in customer needs and expectations
- The best efforts to achieve market share and other sales goals in a specific geographical or other area of responsibility
- A commitment to stock recommended inventories of products based on the needs of the local market
- Rich experience in distribution management & operation and in social media promotion to increase brand influence and popularity.

### AFTER-SALE & TECHNICAL CAPABILITY

- Superior service that encourages long-term loyalty of the client towards the manufacturer and its products
- Possession of and familiarity with the technology required to do business together most efficiently
- Strong teamwork of after-sale service and technical support
- Continuously enhance and optimize relative technical service & support to achieve client satisfaction

# ***SWM Brand Flagship Store***



# COOPERATION PROCESS

01 

## **CONSULT**

Consultation of distribution details and materials

- Phone
- Email
- Official website
- message

02 

## **APPLICATION**

Submit application form

- Company
- qualification
- Business plan
- etc.

03 

## **QUALIFICATION CHECK**

Application evaluation

- Evaluate company
- strength and Business
- reputation
- Evaluate distribution
- capability

04 

## **COMPANY VISIT**

Mutual deep exploration

- Head office
  - Manufacturing base & flow
  - Company culture
- (Visit if necessary)

05 

## **BUSINESS NEGOTIATION**

Consultation of distribution details and materials

- Phone
- Email
- Official website
- message

06 

## **CONTRACT SIGNING**

Submit application form

- Company
- qualification
- Business plan
- etc.

07 

## **PRE-OPENING PREPARATION**

Application evaluation

- Evaluate company
- strength and Business
- reputation
- Evaluate distribution
- capability

08 

## **OPEN SHOP**

Mutual deep exploration

- Head office
  - Manufacturing base & flow
  - Company culture
- (Visit if necessary)

# FAQ

DRIVEN BY TECHNOLOGY INNOVATION, CREATE GLOBAL BENCHMARK ORV BRAND

# Cooperation Access

## **Q** What are the initial investment requirements for becoming a distribution partner?

**A** The initial investment requirements for becoming a distribution partner can vary widely based on multiple factors. Here are the general areas where you'll likely need to allocate funds:

1. Inventory purchase: product purchase, inventory management, etc.
2. Facility and equipment: warehousing (rental&purchase), transportation, warehousing equipment, etc
3. Technology and software
4. Marketing and branding: Website and online presence, social media, promotion materials, etc.
5. Employee recruitment and training
6. Initial operating expenses, etc.

## **Q** Are there any exclusive territories or Regions for partners?

**A** Our distribution conception is: Distribution teamwork, never simple supply & purchase relationship:

1. Exclusive distributed countries and neighbouring countries mutually agreed.
  2. Agency for countries other than exclusive states and countries.
- tc.

## **Q** What kind of support and training will the company provide for new partners?

**A** Adhering to the concept of win-win cooperation, here are the areas we will support to new partners:

1. Online & offline training courses :Product knowledge, Marketing, Sales and After-sale service
  2. SWM Global unified market strategy and support: Promotional & AD materials, Market activities, Brand shops display/ordering/promotion, Test drive sample, Exhibition sample model.
  3. 24+72 mechanism (24 hrs rapid response +72 hrs timely solution) in Italy, US, China sales and service center: Spare part warehouse,After-sale service online system,
  4. After-sales service engineer rotation, timely solve market problems
  5. Logistic distribution support
- etc.

## **Q** What is the minimum sales target that a partner needs to achieve within a specific time period?

**A** The sales target will be determined through negotiation on the basis of mutual consensus, taking into account the local market volume, it include but not limited with followings:

1. Market potential
2. Product characteristics
3. Partner's resources and capabilities
4. Business agreements

# Core competitiveness - Smart rider

**Q How long does the partnership agreement last? And what are the renewal terms?**

**A** The duration of a partnership agreement and its renewal terms can be diverse, mainly depending on the specific stipulations within the agreement:

1. Partner agreement: Normally the partnership will be a fixed-term agreement based on mutual consensus, and Both parties keep the right to withdraw the partnership based on the annual agreement mutually agreed..
2. Renewal terms: Mutual consent, Negotiation and agreement on specific terms, Execution of written agreements, Auto-renewal based on annual performance etc.

**Q Can partners sell other brands' products in addition to yours?**

**A** Whether partners can sell other brands' products in addition to the principal's products depends on the specific terms of the partnership agreement

**Q What is the pricing policy for products sold by partners? Are there any price adjustments over time?**

**A** Uniform territory pricing + fair and transparent sales incentive policy; No unilateral price adjustment prior to terms and conditions mutually agreed.

**Q What are the main responsibilities of the partner in the sales and after-sales service process?**

**A** In sales and after-sales service process, partners usually have the following main responsibilities, include but not limited :

#### Sales Process

1. Product promotion and marketing: understand product features, develop marketing strategies, build brand awareness.
2. Maintain customer relationships: Superior service that encourages long-term loyalty of the customer toward the manufacturer and its products.

#### After - Sales Service Process

1. Product installation and training.
2. Warranty and Repair Services: handle warranty claims, provide repair & maintenance services
3. Customer support and complaint handling: provide technical support, handle customer complaint.
4. Collect customer feedback

**Q How does the company protect partners from unfair competition within the same region?**

**A** SWM official unauthorized sales management regulations, strict pre-supervision and severe punishment of breach of regulation.

# Core competitiveness - Smart rider

**Q** What are the marketing and promotion strategies that the company will implement to support partners' business development?

**A** Brand shops display/ordering/promotion, Promotional & AD materials, Co-marketing activities, sales incentive mechanism, etc.

**Q** What kind of after-sales service support does the company offer to partners and end customers?

**A** 24 hrs PRE-IN-AFTER SALES rapid response mechanism, sales & service center in EU, US, China sales and service center:  
2. Spare part warehouse in EU, US, China.  
3. After-sale service online system  
4. After-sales service engineer rotation, timely solve market problems, etc.

**Q** How to resolve disputes between the company and partners?

**A** Directly discuss the issues in the dispute, aiming to reach a mutually acceptable solution through communication and consultation, aiming to maintain a good cooperative relationship.

**Q** What are the qualifications and experience required to become a distribution partner?

**A** Motorcycle & All terrain vehicle business background, good market reputation and public praise, strong financial strength, professional PRE-AFTER SALES team, customer resources management, rich experience in distribution management and operation, etc.

**Q** How quickly can partners expect to receive product inventory after placing an order?

**A** The time it takes for partners to receive product inventory after placing an order can vary significantly based on multiple factors: ordering processing time, inventory availability, logistics and shipping time, etc.

**Q** Will the company supply marketing materials and promotional items for partners?

**A** Yes, SWM will offer Promotional & AD materials, Technical documentation, Product brochures and catalogs, Presentation materials, etc., which consist of part of incentive support.

# SWM POWERSPORTS

DRIVEN BY TECHNOLOGY INNOVATION, CREATE GLOBAL BENCHMARK ORV BRAND

## CONTACT US

GLOBAL SITE : [www.swm-powersports.com](http://www.swm-powersports.com)

EMAIL :

TEL :



@SWM Powersports



@SWM Powersports



@SWM Powersports



@SWM Powersports