

2026 DEALER PROGRAMME

# DEALER PACK

Built for adventure.  
Engineered for the real world.

A professional dealer programme for motorcycle businesses that value dependable products, technical credibility and long-term support.



**ENGINEERED**

Model-specific design

**TESTED**

Real-world conditions

**SUPPORTED**

Direct technical access

# ABOUT MOTORRADICAL

Engineering-led. Adventure proven.

We build motorcycle equipment for riders who expect it to keep working long after the easy road ends.

## Purpose-built adventure equipment

Motorradical designs and manufactures model-specific accessories for adventure, touring and everyday riding. Products are developed using 3D scanning, CAD design, precision fabrication and physical fitment verification.

The result is equipment created to handle vibration, corrugations, dust, heat and prolonged travel - not simply to look good in a showroom.

## Adventure reliability

Our brand is built around a simple promise: dependable products, honest technical information and support that remains available after the sale.

Dealers become an extension of that promise. We therefore partner with businesses that understand motorcycles, value correct fitment and represent premium products professionally.



### DESIGNED

3D scanning and CAD development



### ENGINEERED

Model-specific fitment and function



### MANUFACTURED

Controlled production and quality checks



### SUPPORTED

Direct product and installation assistance

## WHY MOTORRADICAL

A product and support proposition built for specialist dealers.



### Engineering-led development

Products are created for exact motorcycle platforms, not adapted as a generic afterthought.



### Real-world relevance

The range is designed around the conditions adventure riders actually encounter.



### Premium presentation

Professional packaging, product information and installation resources support the sale.



### Direct technical access

Dealers can obtain compatibility, installation and parts guidance from the source.



### Expanding model coverage

New motorcycle platforms and complementary products are added as the range grows.



### Long-term product support

Replacement hardware, fitment assistance and warranty administration remain available.

### FROM SCAN TO TRAIL



## PRODUCT RANGE

A focused ecosystem of protection, luggage and travel equipment.

The dealer pack introduces the range by category. The live website and Bike Fitment Guide remain the source of truth for current model compatibility.

### EXPEDITION SERIES

**Long-distance touring and luggage systems.**

Panniers, top boxes, racks, inner bags and travel accessories.

### DAKAR SERIES

**Protection for demanding off-road use.**

Crash protection, bash plates, guards and heavy-duty components.

### URBAN ADV SERIES

**Everyday utility for adventure motorcycles.**

Compact luggage, mounting solutions and commuter-focused accessories.

### NOMAD SERIES

**Lightweight, versatile travel equipment.**

Flexible luggage and modular accessories for mixed-surface travel.

- LUGGAGE SYSTEMS
- CRASH PROTECTION
- ENGINE PROTECTION
- RACKS & CARRIERS
- FOOT PEGS
- GUARDS & SCREENS
- INNER BAGS
- MOUNTS & HARDWARE

# MOTORCYCLE COVERAGE

Correct fitment starts with correct motorcycle identification.

BMW MOTORRAD

HONDA

KTM

TRIUMPH

YAMAHA

SUZUKI

HARLEY-DAVIDSON

SELECTED PLATFORMS

## THE FITMENT CHECK

Before supplying or installing a product, confirm:

- Exact make and model
- Model year and variant
- Engine configuration
- Factory options
- Existing aftermarket accessories
- Product code and listed exclusions

### MOTORRADICAL FITMENT GUARANTEE

Send bike details and photos before purchase.  
Our team will verify compatibility.



## THE DEALER ADVANTAGE

Practical tools that make the range easier to sell and support.

A Motorradical dealer gains more than trade pricing. The programme combines product access, technical knowledge, digital assets and direct assistance.



### Approved dealer pricing

Commercial terms issued after account approval.



### Product range access

Current and newly released model-specific accessories.



### Fitment assistance

Compatibility confirmation before the product is supplied.



### Installation resources

Manuals, technical notes and product documentation.



### Marketing assets

Approved product images, descriptions and campaign material.



### Website dealer listing

Visibility for suitable approved retail and fitment partners.



### Lead referrals

Relevant customer enquiries may be directed to capable dealers.



### Warranty support

Guidance through legitimate product warranty claims.

## WHO WE PARTNER WITH

Selective distribution protects the customer experience and the brand.

Motorradical dealer status is intended for businesses that understand motorcycles, can communicate fitment accurately and provide dependable after-sales service.



### MOTORCYCLE DEALERSHIPS

New and used motorcycle businesses with an established adventure customer base.



### ACCESSORY RETAILERS

Specialist stores supplying quality motorcycle equipment and rider solutions.



### WORKSHOPS & FITMENT CENTRES

Technically capable businesses able to install and support model-specific products.



### ONLINE MOTORCYCLE RETAILERS

Professional e-commerce operators with accurate product data and customer support.



### OVERLANDING BUSINESSES

Established travel-equipment specialists serving motorcycle and expedition markets.



### REGIONAL DISTRIBUTORS

Qualified partners with market reach, inventory capability and brand-building capacity.

### APPROVAL CONSIDERATIONS



Market suitability



Technical capability



Business standing



Brand alignment



Customer service



Commercial viability

# DEALER SUPPORT

Structured assistance from enquiry through after-sales service.



## SALES SUPPORT

- Product selection guidance
- Quotation and order assistance
- Starter-range recommendations
- Campaign and launch updates
- Dealer promotion information



## TECHNICAL SUPPORT

- Compatibility confirmation
- Installation guidance
- Parts identification
- Replacement hardware support
- Fitment issue resolution



## MARKETING SUPPORT

- Approved brand assets
- Product photographs and copy
- Social campaign material
- Dealer website listing
- Product launch information

## AFTER APPROVAL



ACCOUNT SETUP



COMMERCIAL SCHEDULE



PRODUCT & BRAND RESOURCES



FIRST ORDER SUPPORT



# ORDERING & FULFILMENT

A clear process from product selection to delivery.

1

## SELECT

Confirm motorcycle, fitment and product code.

2

## SUBMIT

Send a purchase order or request a quotation.

3

## CONFIRM

Availability, compatibility and lead time are verified.

4

## APPROVE

Accept the quotation and complete agreed payment requirements.

5

## PREPARE

Products are picked, inspected, packed and documented.

6

## DISPATCH

Tracking and shipment information are supplied.

### CONFIDENTIAL COMMERCIAL SCHEDULE

Trade prices, discount tiers, minimum-order requirements, freight arrangements, payment terms and account limits are supplied separately to approved dealers. This public pack intentionally excludes confidential pricing.

# FITMENT, WARRANTY & SUPPORT

Protect the customer, the dealer and the product.



## FITMENT FIRST

Dealers must confirm compatibility before supplying or installing a product.

- Use current product information.
- Verify model, year and variant.
- Check existing crash bars, racks, exhausts and lights.
- Follow the supplied installation instructions.
- Do not modify a product without authorisation.
- Recheck critical fasteners after initial use.



## WARRANTY

Motorradical products are warranted against defects in materials and workmanship under normal use.

### NOT NORMALLY COVERED

- Incorrect installation
- Misuse or accident damage
- Unauthorised modification
- Overloading
- Inadequate maintenance
- Normal wear and tear

### DEALER SUPPORT

[support@motorradical.com](mailto:support@motorradical.com)

+27 60 049 9221

[www.motorradical.com](http://www.motorradical.com)

## DEALER RESPONSIBILITIES

The standards that protect a premium dealer network.

Approved dealers are expected to represent Motorradical accurately, protect confidential information and provide a professional customer experience.



Represent Motorradical accurately and professionally.



Use current product descriptions and fitment information.



Avoid unsupported compatibility or performance claims.



Follow recommended installation and safety practices.



Protect confidential trade pricing and commercial terms.



Use approved trademarks, product images and brand assets.



Notify Motorradical promptly of product or fitment concerns.



Keep account and business information current.



Comply with applicable consumer and commercial legislation.



Maintain appropriate after-sales service standards.

Dealer status may be reviewed where brand, payment, customer-service or technical standards are not maintained.

DEALER APPLICATION

# BUILD YOUR ADVENTURE OFFERING

Join Motorradical as an approved dealer and give your customers access to model-specific equipment backed by technical knowledge and direct support.



VISIT [MOTORRADICAL.COM](https://www.motorradical.com)

Dealer application details and contact

- 01** **SUBMIT** Business and contact details
- 02** **REVIEW** Market, capability and fit
- 03** **APPROVAL** Commercial schedule issued
- 04** **ONBOARD** Resources and first-order support

[support@motorradical.com](mailto:support@motorradical.com)

+27 60 049 9221

[www.motorradical.com](https://www.motorradical.com)

Trade pricing and commercial terms are supplied only to approved dealer accounts.