

RACE TRANSMISSIONS RENEWS AGREEMENT TO SUPPLY DODGE PRODUCTS

West Midlands-based Race Transmissions has extended its agreement with Dodge Industrial, Inc to remain as an Authorized Dodge Distributor for a further two years.

Race Transmissions has renewed its contract to remain as a valued distributor partner in UK for Dodge mechanical power transmission products. The company, with the new agreement, has been recognized for its distinguished track record in providing outstanding service and support for customers.



Confirmation of the agreement comes following a difficult time in which parts of the market have struggled against the backdrop of the COVID-19 pandemic and now, facing new uncertainties surrounding the military conflict in Ukraine. The extension to the agreement reflects the strength of the partnership between the two companies, and their ongoing resilience in adapting and thriving within a challenging market.

For customers, being an authorized Dodge distributor provides a guaranteed badge of quality and integrity. It offers peace of mind that accredited companies such as Race Transmissions can be trusted to deliver authentic



Distribution Certificate 2022

Issued for:

Race Transmissions

We hereby certify that company **Race Transmissions**, identified with Company Registration No; 9951755 in England with confirmed address at **Delph Road Brierley Hill West Midlands** is an official representative and is authorized to distribute Dodge products in **Great Britain and Europe** as an **Authorized Dodge Distributor** for the product lines of:

Dodge Industrial, Inc.

Given its capability, **Race Transmissions** is a selected company in **Great Britain** that can promote and provide technical Support for all Dodge products to any type of industry within the broad Eurozone. As an authorized sales representative, **Race Transmissions** will assist in customers applications, selection and after-sales services. This certificate will be valid from **January of 2022 through January of 2024**.

John Ellingson
International Sales Director



Dodge products along with extensive engineering and application knowledge. The close collaboration between the two companies has allowed Race Transmissions, which serves the UK and Europe as well as further afield, to amass the largest stockholding of Dodge bearings and transmission products outside of North America and valued at £1,300,000 and growing.

Qualifying to be a Dodge Distributor is no easy task, as Dodge's John Ellingson explains: "Dodge is very selective about which distributors are authorized to represent our brand in the market. Our distributors must demonstrate both product and application knowledge as well as the business acumen required to meet the high integrity standards Dodge has maintained since its founding in 1878. Customers can rest assured that wherever they see the Authorized Dodge Distributor logo, they are buying into safety, security, and guaranteed genuine spare parts."

Counterfeit spare parts are a growing problem in the UK, while the so-called "grey market" sees old products that may be months or years out of date being rebadged and illegally pushed back onto the market by unauthorized distributors. According to Ellingson, this can put customers at risk: "While the products may be genuine, purchasers do not necessarily know how the bearings have been stored, in what conditions and for how long. This will affect the warranty and can lead to the manufacturer being unwilling to support the product. Being a legitimate, authorized distributor guarantees that customers will always receive genuine Dodge products with valid warranty periods."

Race Transmissions supplies and supports the full range of Dodge bearings – including mounted E Type taper roller bearings, Grip Tight, E-Z Kleen and the S2000 series spherical bearings. According to Race Transmissions' Chris Fell, the company is well poised to continue delivering for its customers: "We have a ready-stocked UK warehouse, and our fleet of vehicles is supported by overnight carriers to ensure speedy, efficient delivery worldwide. We offer just-in-time delivery, so no one need wait for anything. We're very pleased to have been given the opportunity to deepen our relationship with Dodge and are optimistic about developing our partnership in the future."

"We pride ourselves on our user-friendly approach", adds Race Transmissions' Tony Harris. "Our team's vast knowledge of the many applications using Dodge products ensures that we can offer an incredibly rapid turnaround for product purchases and technical support."

Although it has been operating in the UK bearings market for 36 years, Race Transmissions was formed in 2016, following a restructuring, which saw it divest its lubrication business. Since then, Race has grown the business in excess of 200 percent, which led to Dodge Industrial, Inc. offering the company the opportunity to renew its Authorized Dodge Distributor status and refresh the commitment from both companies to each other from 2022, and, into the future. Race Transmissions is based at Brierley Hill in the West Midlands, UK and can be contacted at www.racetransmissions.co.uk, or at sales@racetransmissions.co.uk, or on 01384 262 615.

Dodge Industrial, Inc. designs, manufactures, and supplies reliable mechanical power transmission products and solutions for a wide range of industries and markets across the globe. The industry and application experts at Dodge examine complete systems and provide solutions and services that improve operations and increase safety and efficiency for all stakeholders. Dodge has continuously built upon its reputation of leadership, innovation, and best-in-class service for over 140 years—a legacy that will carry on for years to come. www.dodgeindustrial.com



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