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FOR IMMEDIATE RELEASE

RCB Announces Participation at EICMA 2023

MILAN, ITALY

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RCB, a pioneering brand in motorcycle parts and accessories, is thrilled to announce its participation in EICMA 2023—the world's leading motorcycle exhibition—held in the dynamic city of Milan, Italy. With a series of groundbreaking new products set for launch, RCB reaffirms its commitment to its European consumer base and the broader global community of motorcycle enthusiasts.

Introducing the RCB VR Series: A Race-Proven Masterpiece for Vespa Enthusiasts

RCB proudly unveils the VR Series, an extraordinary range of products designed using cutting-edge technology utilized by elite racing teams. Tested and proven on the tracks of the Petronas Cub Prix Championship, the VR Series delivers a race-inspired, superior performance experience. With its advanced valve system, it promises an unparalleled riding experience designed to meet the unique needs of European motorcyclists. This launch represents more than just a product debut; it marks RCB's steadfast dedication to its expanding European audience.

The Art of Control: RCB Handle Grips NAGAMAKI Series

Drawing inspiration from the ancient samurai art of gripping, the NAGAMAKI Series Handle Grips are much more than mere accessories. Developed in collaboration with RCB's MotoGP development team, these grips offer an unparalleled blend of aesthetics and function, emphasizing both control and style. They stand as a testament to RCB's enduring commitment to elevating both your ride's performance and design.

A Milestone in Speed and Precision: The RCB SP500 Rim

Building upon the celebrated legacy of the race-proven SP522, which has seen remarkable success in the Petronas Cub Prix and the Asia Road Racing Championships, the SP500 Rim makes its debut at EICMA 2023. This groundbreaking rim incorporates RCB's Hollow Tech technology and is engineered for heightened handling and stability. With a increase in structural strength achieved through meticulous material engineering and T6 Heat treatment, the SP500 sets a new performance benchmark in the motorcycle rim sector.





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About RCB: A Heritage of Global Leadership and Innovation

Established in 1995, RCB has evolved as a global industry leader with a multi-national presence, including offices in Italy, Hong Kong, Thailand, Malaysia, Vietnam, and Indonesia. Recognized with prestigious awards such as the "Super Gold Product" in the Annual Asia Success Awards and the "Asia Pacific Top Excellence Brand" by the Asia Pacific Entrepreneur Alliance, RCB is committed to excellence and innovation. Beyond product manufacturing, RCB amplifies its impact through strategic collaborations with MotoGP teams, the FIM Asia Road Racing Championship, the Petronas Cub Prix Championship, and Mini GP in Malaysia. These partnerships have been instrumental in propelling advancements in motorcycle technology and solidifying RCB's reputation as an industry innovator.

Connect with RCB at EICMA 2023

RCB invites industry professionals and motorcycle aficionados to engage with us at EICMA 2023. For additional information about RCB's revolutionary product line, please visit our official website at www.rcb.com

EICMA 2023 offers RCB an unparalleled platform to showcase its unwavering commitment to quality, performance, and technological innovation. We warmly invite you to join us in this exhilarating journey towards redefining the future of motorcycle excellence.

Booth location: Hall 24P – Stand E80

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