



Oxford Products Ltd. to distribute SIGMA bike accessories in the United Kingdom

As of July 1, 2021 Oxford Product Ltd., an experienced distributor, has taken over reconstruction of SIGMA's UK distribution network.

Neustadt an der Weinstrasse, July 14 2021- Oxford Products, headquartered in Witney, Oxfordshire, has been active in sales for almost 50 years and has now advanced to become one of the largest distributors in two wheeled accessories in the UK. Oxford Products Ltd. adds SIGMA to its broad portfolio of bike brands.

"The market expansion into the UK is an important step into the future for us. Together, we want to bring the SIGMA brand back into the focus of consumers in the UK and sustainably participate in the market activities in the UK," says SIGMA Managing Director Thomas Seifert. "Our goal is to be one of the major players in sports electronics in the UK."

The key factor in choosing Oxford Products is their years of experience in aftermarket sales for bike accessories. The company has excellent distribution networks in the UK throughout all channels.

"Oxford has seen extraordinary growth in recent years, as its product range improves and its distribution network spreads", explains David Jesson, commercial head of cycling. "One key element of this expansion has been the careful addition of a small number of globally significant third-party brands. Oxford is absolutely delighted to welcome SIGMA to its portfolio. With an already impressive range of computers and lights and an exciting pipeline of innovations, we look forward to bringing SIGMA to the forefront of the UK cycle scene and making the brand as significant here as it already is in many markets around the world."

"The satisfaction of our customers and retailers is our top priority worldwide. We also want to offer our UK customers our high-quality products combined outstanding service and availability," explains Thomas Seifert. "Oxford Products Ltd. is the ideal partner for us to meet these demands and we are looking forward to a long-term cooperation. More information about Oxford Products Ltd: <https://www.oxfordproducts.com>

You can find the logos for downloading in the [SIGMA press area](#)



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