MORACO, Motorcycle Expertise and Passion for More Than 50 Years

For more than 50 years, MORACO has been writing its story alongside the people who keep the motorcycle industry moving forward. As a B2B distributor of parts, accessories and equipment for motorcycles and scooters, the company has established itself as a major player in the French market, building over the years an in-depth understanding of brands, the needs of industry professionals and the evolution of the motorcycling world. This genuine motorcycle culture is driven by its Managing Director, Jérôme Delziani.

A wholly owned subsidiary of SGR, Società Generale Ricambi, one of Europe's leading distributors of motorcycle and scooter parts and accessories, MORACO combines the strength of the Saporetti family-owned group with the qualities that have shaped its identity: passion, close relationships, agility, independence and in-depth knowledge of the market.

With more than 2,200 customers and annual sales of €22 million, MORACO continues to grow steadily, supported by a clear strategy: continuously expanding its product offering, developing its teams, and investing in its logistics and digital tools to provide industry professionals with an increasingly efficient and high-performance service.

AN EVER-EVOLVING PRODUCT OFFERING

Attuned to market developments and the changing practices of riders, MORACO places innovation and new technologies at the heart of its growth strategy. Its catalogs bring together both established, value-generating brands and a range of bold products developed under its own brands.

This dynamic approach extends across both the road, motorcycle and scooter segment, which accounts for approximately 85% of the company's business, and the off-road segment, which represents the remaining 15%. This complementary offering enables MORACO to cover most riding disciplines.

MORE THAN A DISTRIBUTOR, A KEY PLAYER IN MOTORCYCLING

As a partner to numerous national and international racing riders and an active participant in competition across all disciplines, MORACO has been supporting sporting, human and mechanical challenges at the highest level for more than 50 years.

This commitment is also reflected in the organization of annual events such as the MORACO DAYS, which provide valuable opportunities for retailers and industry professionals to meet and exchange ideas. In this way, the company goes beyond its role as a distributor and actively contributes to the vitality and evolution of the motorcycle industry.

AN INDEPENDENT COMPANY WITH ITS EYES ON THE FUTURE

A human-scale organization, more than 50 years of experience and passion, strong brands, close relationships with its partners, and the support of an independent European family-owned group: these are the strengths that define MORACO's DNA today.

The company has a clear ambition: to continue expanding in France and ultimately reach €30 million in annual sales, notably through organic growth and acquisitions.

With the right trajectory, MORACO aims to strengthen its position among Europe's leading independent distribution companies, guided by a simple philosophy: stay close to the market, continue to innovate, and build lasting partnerships with industry professionals and motorcycle enthusiasts.