SGR Group brings together five motorcycle parts and accessories distributors in four European countries

Founded in Italy in 1953 and still owned by the Saporetti family, SGR has grown into a group that sells to the trade in Italy, France, Spain and Germany and develops nine brands of its own.

SGR Group distributes motorcycle and scooter parts and accessories to workshops, shops and dealers. It has five distribution companies: SGR Italia in Calderara di Reno, near Bologna; MORACO in Pont-de-Vaux, France; Euromoto 85 in Viladecans, near Barcelona, and MRC (Moto Recambios Canarias) in the Canary Islands, Spain; Langenscheidt in Datteln, Germany.

At the head of the Group is SGR Italia, Società Generale Ricambi, founded in 1953 by brothers Alberto and Franco Saporetti and still owned by the Saporetti family. Over the years the Italian company has acquired distributors in France, Spain and Germany, as well as manufacturers such as Supersprox. In 2028 SGR will celebrate its 75th anniversary.

MIW Filters and EnergySafe Battery both sponsor the LCR Honda team in MotoGP. In France, MORACO holds the MORACO DAYS every year, a meeting point for dealers and industry professionals. In Italy, in 2026, SGR Group gave its name to the Supertrofeo SGR 04 Park by Night, a night-time motocross race in Faenza.

THE GROUP'S OWN BRANDS

Alongside the brands it distributes, the Group develops nine brands of its own, for road and off-road riding. They cover spare parts, batteries, filters, transmission, workshop equipment, accessories and rider gear.

EnergySafe Battery
batteries · road and off-road

MIW Filters
air and oil filters · road and off-road

Power Thunder
batteries · road and off-road

Supersprox
sprockets and chains · road and off-road

UP Design
tyre mousses, goggles, paddock and bike accessories, sportswear · off-road

HERT
spare parts for scooters and motorcycles: lamps, mirrors, levers, plastic kits, engine parts · road

MOTOTEC
accessories and rider gear: indicators, auxiliary lights, tank pads, covers, mirrors, rain suits · road

SGR Genuine Spare Parts
electrical parts and batteries · road and off-road

Topline
workshop equipment: stands, tyre warmers, covers, pumps, puncture repair · road

SGR GROUP AT EICMA 2026

Hall 6, Stand D40

Fiera Milano Rho, 3-8 November. The stand covers 346.5 sqm and is open on four sides. It hosts the Group's brands alongside K&N, WD-40, SP Connect, S100 and 100%.

MIW Filters has its own stand in the same hall, B42.

Trade and press days: 3 and 4 November. Interviews and meetings on the stand: **press@sgrpress.com**

KEY FACTS

PARENT COMPANY
Società Generale Ricambi (Europa) S.p.A. (SGR Italia)

FOUNDED
1953, by brothers Alberto and Franco Saporetti

OWNERSHIP
the Saporetti family

COMPANIES
SGR Italia (Italy), MORACO (France), Euromoto 85 and MRC (Spain), Langenscheidt (Germany), Supersprox

BUSINESS
B2B distribution of motorcycle and scooter parts and accessories

OWN BRANDS
nine, for road and off-road

RACING
MIW Filters and EnergySafe Battery, sponsors of the LCR Honda MotoGP team

WEBSITE
sgrgroup.eu

ABOUT SGR GROUP

SGR Group distributes motorcycle and scooter parts and accessories to the trade through five companies: SGR Italia, MORACO (France), Euromoto 85 and MRC (Spain) and Langenscheidt (Germany). It also includes Supersprox, which makes sprockets and chains, and has nine house brands, including MIW Filters, EnergySafe Battery and MOTOTEC. It is headed by SGR Italia, a Saporetti family company since 1953.