SGR Italia brings more than 70 brands to 3,000 Italian workshops, shops and dealers

Founded in 1953, it sells motorcycle parts and accessories to the trade only, and heads a group with companies in France, Spain and Germany.

SGR Italia distributes motorcycle and scooter parts and accessories from more than 70 brands to 3,000 customers across Italy: workshops, accessory shops and dealers. It does not sell to the public. Its 16 sales agents cover the whole country, and customers can also order through a trade-only online portal. The warehouse, automated since 2013, is in Calderara di Reno, just outside Bologna, and holds more than 30,000 items in stock.

The range runs from service parts to accessories: Michelin and Pirelli tyres, K&N filters, Yuasa batteries, SBS brake pads, D.I.D chains, WD-40 and Putoline lubricants, SP Connect phone mounts, S100 bike care products, Five gloves, and 100% goggles and off-road apparel.

Founded in 1953 by brothers Alberto and Franco Saporetti, the company is still owned by the Saporetti family and will celebrate its 75th anniversary in 2028. Over the years SGR Italia has acquired distributors in France (MORACO), Spain (Euromoto 85 and MRC) and Germany (Langenscheidt), as well as manufacturers such as Supersprox. Together with SGR Italia they form SGR Group.

The Group also owns brands such as Supersprox, MOTOTEC, MIW Filters and EnergySafe Battery. MIW Filters and EnergySafe Battery both sponsor the LCR Honda team in MotoGP. In 2026 SGR Group gave its name to the Supertrofeo SGR 04 Park by Night, a night-time motocross race in Faenza.

ABOUT SGR ITALIA

Società Generale Ricambi (Europa) S.p.A. (SGR Italia) is a wholesale distributor of motorcycle and scooter parts and accessories from more than 70 brands. Founded in 1953 and still owned by the Saporetti family, it operates from Calderara di Reno (Bologna) and serves 3,000 trade customers across Italy through 16 sales agents and an online portal. It heads SGR Group, which includes MORACO (France), Euromoto 85 and MRC (Spain), Langenscheidt (Germany) and Supersprox, which makes sprockets and chains.

SGR AT EICMA 2026

Hall 6, Stand D40

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

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

LEGAL NAME
Società Generale Ricambi (Europa) S.p.A.

FOUNDED
1953, by brothers Alberto and Franco Saporetti

OWNERSHIP
the Saporetti family

CUSTOMERS
3,000 active trade customers: workshops, accessory shops and dealers

SALES NETWORK
16 sales agents across Italy, online ordering portal

RANGE
more than 70 brands, more than 30,000 items in stock

WAREHOUSE
Calderara di Reno (Bologna), automated since 2013

GROUP
SGR Group, with MORACO (France), Euromoto 85 and MRC (Spain), Langenscheidt (Germany)

WEBSITE
www.sgr-it.com