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**PRESS RELEASE**

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## ***HOCOPARTS UK COLLABORATION AGREEMENT***

Aliant Battery and Hocoparts UK, formerly known as B&C Express, have formalized their relationship, started in 2016, through a distribution agreement in force since last January 1st 2023.

The agreement provides that Hocoparts UK is the exclusive distributor of Aliant Battery brand STARTER BATTERIES products in UK.

Aliant will then supply the UK distributor with YLP series lithium iron phosphate batteries and chargers.

An important step for the two companies which are thus linked to a partnership that will lead Aliant to increase its market share through the sale and acquisition of new customers.

Davide Dal Pozzo, CEO of Aliant Battery, said: “After more than 5 years of cooperation and commercial development in the United Kingdom, we are pleased to be able to formalize a distribution agreement with such a great company which has become part of a bigger industrial group of motorcycle’s spare parts and accessories. We are aiming at being among UK market leaders for POWERSPORT batteries.”

Hocoparts UK: “Aliant Lithium Starter batteries have been a staple of our range for a number of years now. The team at ELSA have created a fantastic and reliable product proven for many years now not only on the Road but at the highest levels of competition whether that Superbike Racing or the Isle of Man TT. It has been great to grow and develop with this brand into one of the most recognised in the UK and we are fully behind their future plans and developments for the product. This partnership proves the strength and commitment Hocoparts share with their suppliers and we will continue to support them for the future. ...”

### Company information:

[ALIANT BATTERY](#), born as a division within ELSA Solutions Srl, a reality operating in the world of industrial automation and power electronics since 1982, has instead started since 2009 a long journey dedicated to the production of lithium battery packs, progressively orienting its focus on medium and large capacity storage solutions. It develops electrification systems for vehicles and industrial vehicles, full electric and hybrid (mild, plugin, extended range) and energy conversion systems based on the most modern and advanced electronic technologies.

[HOCOPARTS UK LTD](#): Hocoparts UK Ltd have grown hugely over the last 3 years to become the largest B2B motorcycle parts and accessories supplier in the UK. Part of the Powersports Distribution Group of companies we have developed through the acquisition of an established group of UK based distributors and brought them together to give our customer base a strong, experienced, and dedicated group of individuals to work.