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# WHERE MOTORCYCLE PASSION DRIVES INNOVATION

BIKE O RESHAPES RIDING CULTURE WITH A BOLD STRATEGIC VISION. *By Daniel de Bomford*

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In a shifting global landscape, one segment in Japan is accelerating ahead: the premium used motorcycle market. And no company is tearing down the track quite as confidently as Bike O, the nation's leading pre-owned motorcycle retailer. CEO Atsushi Sawa says the appeal of freedom on two wheels has never been stronger: "Anyone who has ridden before remembers that exhilarating feeling. Our business strategy is built on the conviction that there is still significant potential for growth in the motorcycle market."

While new bike dealerships in Japan have continued to improve their service, the used space has lagged. Bike O saw the gap and turned it into its greatest opportunity. With a nationwide scale, specialist-driven operations, and an incredible brand recognition of 95 percent among enthusiasts, the company has changed the community's perception of pre-owned. It's about the experience.

As Japan approaches a demographic turning point, Sawa steers the company with digital transformation at its core, streamlining operations while expanding domestic market share. But the company's ambitions aren't confined to Japan. Bike O is already exporting to Eastern Europe and Dubai. "I'm interested in markets that still represent a 'blue ocean' — places where motorcycle culture and mobility are still developing."

While traditional dealerships focus on specific models, having sold over two million units, Bike O isn't constrained by any brand and concentrates instead on riders by providing comprehensive services. "We are evolving into a full-spectrum mobility partner," Sawa says.

The finish line for Sawa may not be around the bend, but it is clear: to transform Bike O from a founder-led success story to a multigenerational institution.



**"Every motorcycle has its own character, its own story."**

**Atsushi Sawa**  
CEO, BIKE O

