



# Dainese motorcycle company

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Dainese,,,,?Lino Dainese1972,,2007AGV?

BLACK FRIDAY: 20% OFF ALL ORDERS (products with \* included)

## HOLIDAY SHOPPING INFORMATION

Discover excellence in Dainese motorcycle clothing, where tradition and innovation merge to offer motorcyclists a complete range of accessories and motorcycle protective clothing. Dainese is the benchmark for those looking for men's motorcycle clothing and women's that combines style, safety, and comfort for every riding style: Racing, Sport, Touring, Urban, and Vintage. Our collection stands out for the high quality of materials and design, ensuring uncompromising protection in any weather condition.

The clothing for motorcyclists developed by Dainese meets the needs of those who live the road with passion, offering solutions suitable for every adventure. From racing suits to sport jackets, from technical outfits for touring to urban and vintage items for those seeking a unique style without sacrificing safety. Every product in the Dainese motorcycle collection is designed to offer the utmost in terms of performance and comfort, using innovative materials and cutting-edge technologies.

Purchasing online motorcycle clothing has never been easier. On our e-commerce site, you'll find a wide selection of motorcycle protective clothing: suits, jackets, pants, gloves, boots, shoes, helmets, accessories designed to enhance the riding experience in all weather conditions. Whether you're a track enthusiast, a long-distance explorer, or a commuter in search of style and protection, Dainese has the right gear for your every need. Live your passion for motorcycles with Dainese, where every detail matters.

## SAFE & SECURE PAYMENT

## SPEDIZIONE GRATUITA DA 150EUR

Headquartered in Bahrain, Investcorp acquired a controlling interest in the company in 2014, keeping its founder as a minority shareholder.&#91;2&#93;&#91;3&#93; The company has been led by CEO Cristiano Silei since 2015.&#91;4&#93;

In 2022, The Carlyle Group acquired the stake held by Investcorp and became a majority shareholder in Dainese.&#91;5&#93;&#91;6&#93;&#91;7&#93;

Lino Dainese started the company in 1972 when he was 20, making protective motorcycle apparel in Molvena, Vicenza, Italy.&#91;8&#93; The first article of clothing was a pair of motocross pants.&#91;9&#93; The



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company has been closely associated with motorcycle racing since its foundation, which has informed its product development, focused on safety, performance and ergonomics.

After buying the Italian helmet manufacturer AGV in July 2007, the Dainese Group was acquired for EUR130 million by Investcorp in 2014, keeping its founder as a minority shareholder and president. Lino Dainese then founded D Airlab, a research center for applying D-air technology for non-sports users, such as construction workers and the elderly.

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