



Daytona Corporation

Company Description

The Group comprises the corporate headquarters, three consolidated subsidiaries, and one non-consolidated subsidiary, actively involved in the planning, development, wholesale, and retail sales of motorcycle parts and accessories. The Company and its consolidated subsidiary, Dirt Freak Co., Ltd., are dedicated to the planning, development, and wholesale distribution of motorcycle parts and accessories, both within Japan and for overseas markets. Additionally, the consolidated subsidiary, Riders Support Company Co., Ltd., serves as a franchisee of Koshida Tec Co., Ltd., operating two stores in Chiba and Saitama Prefectures, specializing in retail sales of motorcycle parts and accessories.

PT. DAYTONA AZIA (INDONESIA), an overseas consolidated subsidiary, is engaged in planning, development, and wholesale sales of motorcycle parts, accessories, and OEM products, mainly in Indonesia, as well as in the Company. In February 2024, the Company established an overseas consolidated subsidiary, DAYTONA Motorcycles Philippines (DAYTONA Motorcycles Philippines), to develop the Indonesian business model in the ASEAN region, centering on the Philippines.

OD Brain Co., Ltd., an independent subsidiary, specializes in designing and manufacturing motorcycle apparel and cultivates the 'MAX Fritz' brand, distributing it through both its proprietary stores and franchise outlets.

Company Details

Head Office

Japan

Main Business

自動二輪車用部品・用品の企画・開発・販売、バイクガレージ販売、電動アシスト自転車の開発・販売、太陽光発電ポータル発電機の開発・販売

President

織田 哲司

Established

1972（昭和47）年4月

Capital

4億12百万円（2024年12月31日現在）

Number of Employees

101 - 500

URL

<https://corporate.daytona.co.jp/>

Offices

Main Office

4805 Ichimiya, Shuchi-gun Mori-machi
Shizuoka, Japan, 4370226