



## FOR IMMEDIATE RELEASE

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### BAKER Drivetrain announces the addition of Todd Hinrichs as director of sales

Haslett, MI (January 23, 2023) - **BAKER Drivetrain, a leading manufacturer of V-Twin driveline components announces Todd Hinrichs has joined the leadership team as the director of sales.**

**Todd has been in the powersports industry for over 12 years, most recently in a strategic account management role with Tucker Powersports. Prior to that, Todd held sales leadership positions with Kuryakyn. "I'm thrilled to be part of the BAKER team. The combination of a solid reputation and top tier product line gives us the tools needed to accelerate our growth and serve our customers worldwide."**

**"Todd will take over management of the sales group with the task of profitably growing our revenue and vastly improving our customer service. We are excited to have Todd join our Gearhead crew!"- Lisa Baker, president and CEO of BAKER Drivetrain.**

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**ABOUT BAKER DRIVETRAIN:** BAKER Drivetrain is and always will be dedicated to premium drivetrain standards for the American big-twin motorcycles. BAKER Drivetrain is committed to using materials, labor, creativity, know-how and grit that is born or made in the USA. As an American company standing on the forefront of innovation in their market, Baker Drivetrain feels it is their duty to keep this company on the leading edge.

BAKER Drivetrain continues to introduce new solutions based on empirically based inspiration as they ride their American V-Twins and get ideas from their American riding buddies using their proven engineering methodologies. To maintain their reputation of quality as they develop products, their strict research and development practices will never be compromised. Baker's iron-fisted protocol of an intense attention to detail will always be exercised in manufacturing to continue to earn their position as the American Motorcycle Drivetrain authority. Convinced that BAKER Drivetrain produces the best products out there, the team at BAKER Drivetrain stands shoulder-to-shoulder behind the guaranteed products that they release with plain-English-speaking technical support before and after your purchase.

Because of this strict commitment to quality using the finest people and materials along with a dedicated focus to the American Motorcycle Drivetrain, BAKER maintains its seat as the American V-Twin drivetrain authority. For more information go to [www.bakerdrivetrain.com](http://www.bakerdrivetrain.com)