Shimano – South African trademarks

Updated 8 November 2026

Shimano is a Japanese manufacturer of cycling components and fishing tackle – one of the world's leading suppliers of bicycle gears and brakes.

How Shimano has built and protected its brands in South Africa – its trademark portfolio, where it expanded, how quickly its marks are registered, and who it competes with.

#193
largest trademark owner in South Africa (of 121,626)

311
trademarks filed

20
different logos published since 2020

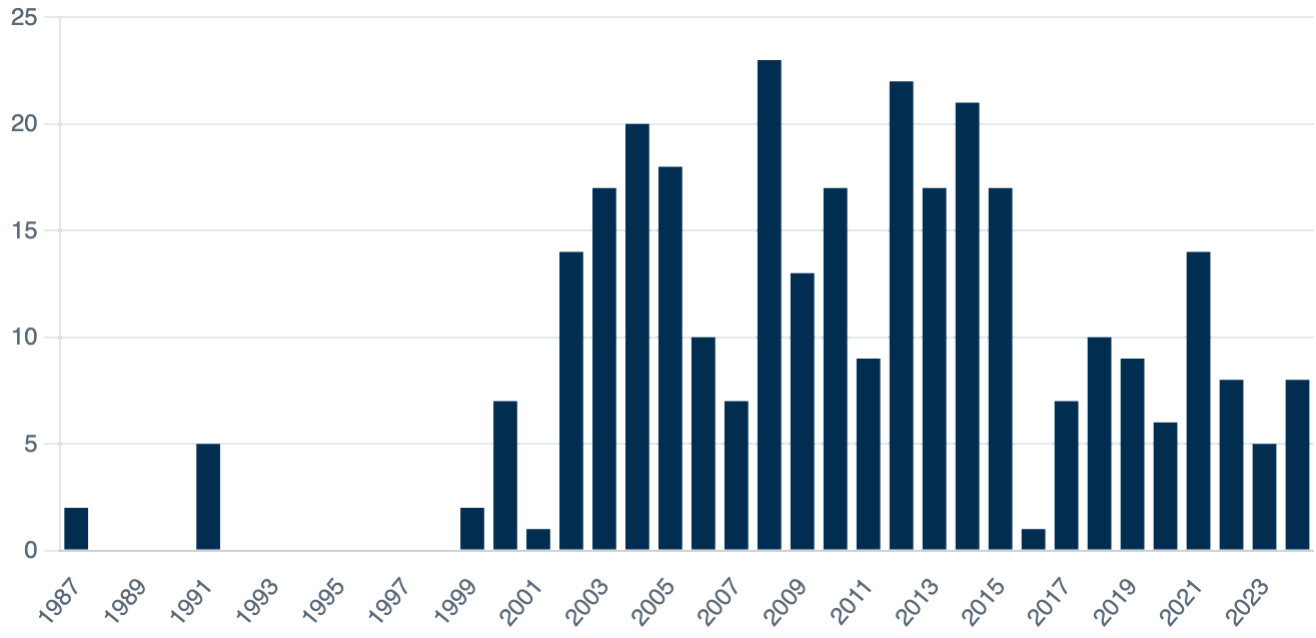
14
of 45 classes used

1987
first trademark filed

69
filed in the last 10 years

A portfolio built over time

Shimano filed its first South African trademark in 1987 and has filed 311 since; its busiest year was 2008, with 23 new filings. The chart shows its filings per year from 1970.



Trademarks by filing year, up to 2024; applications still pending are not included.

The names behind the portfolio

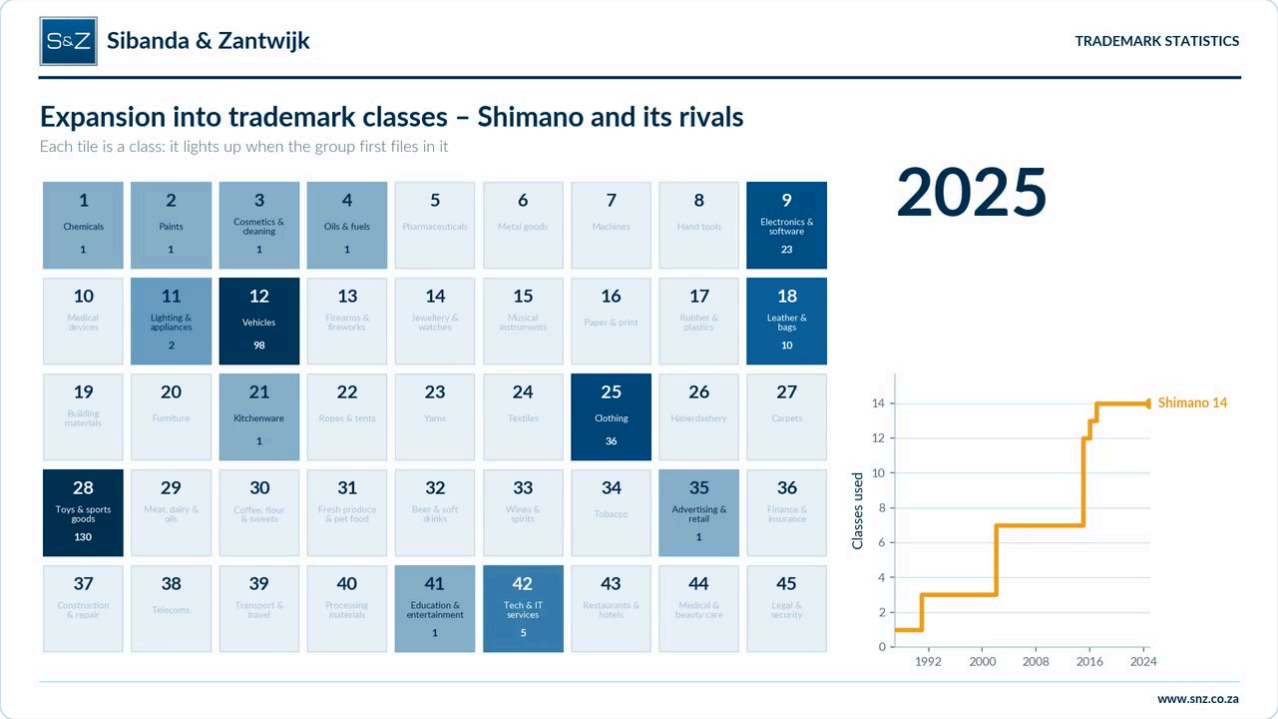
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Shimano	302	1987–2025
Shimano Europe	15	2008–2013

Where Shimano expanded its business

Trademark classes show what a business sells. Shimano's portfolio is concentrated in toys & sports goods (class 28), vehicles (class 12), clothing (class 25). Its most recent moves were into tech & it services (2017), advertising & retail (2016), chemicals (2015).

Shimano trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/shimano-south-african-trademarks/class-expansion-video.html

Each tile is a class; it lights up when the group first files in it and darkens with more filings; the dots show how many of its closest rivals also file in that class. The chart compares the number of classes used with its rivals. The video runs from 1970; classes entered earlier are lit from the start.

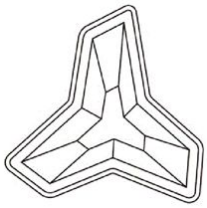
CLASS	MARKS	SHARE	SINCE
28 Toys & sports goods	130	41.8%	1991
12 Vehicles	98	31.5%	1987
25 Clothing	36	11.6%	1991
9 Electronics & software	23	7.4%	2002
18 Leather & bags	10	3.2%	2002
42 Tech & IT services	5	1.6%	2017
11 Lighting & appliances	2	0.6%	2002
1 Chemicals	1	0.3%	2015

The brands Shimano protects most

The word marks and logo names Shimano has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	SHIMANO	16	12	1987–2016
2	E TUBE	5	3	2011–2017
3	SHIMANO SERVICE CENTER	4	4	2013–2013
4	XEFO	4	4	2009–2009
5	HOLLOWTECH	3	3	2003–2018
6	NEXUS	3	3	2003–2003
7	NEXUSBRADO	3	3	2004–2004
8	PRO THARSIS	3	3	2010–2010
9	R RADSTEP	3	3	2004–2004
10	S-PHYRE	3	3	2015–2015
11	SHIMANO HYPER FISHING GEAR	3	3	2006–2006
12	STEPS	3	3	2010–2010
13	AIM	2	2	2012–2012
14	ALIVIO	2	2	2000–2012
15	BIKE DAILY	2	2	2019–2019

Logos filed most often (since 2020)



2 filings · 2 classes



2 filings · 2 classes



2 filings · 2 classes



2 filings · 1 class



2 filings · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class



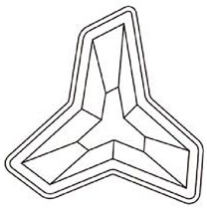
1 filing · 1 class



1 filing · 1 class

Shimano's logos

The 20 different logos Shimano has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.



2 classes



2 classes



2 classes



1 class



1 class



1 class



1 class



1 class



1 class



1 class



1 class



1 class



1 class



1 class



1 class



1 class

1 class



1 class



1 class

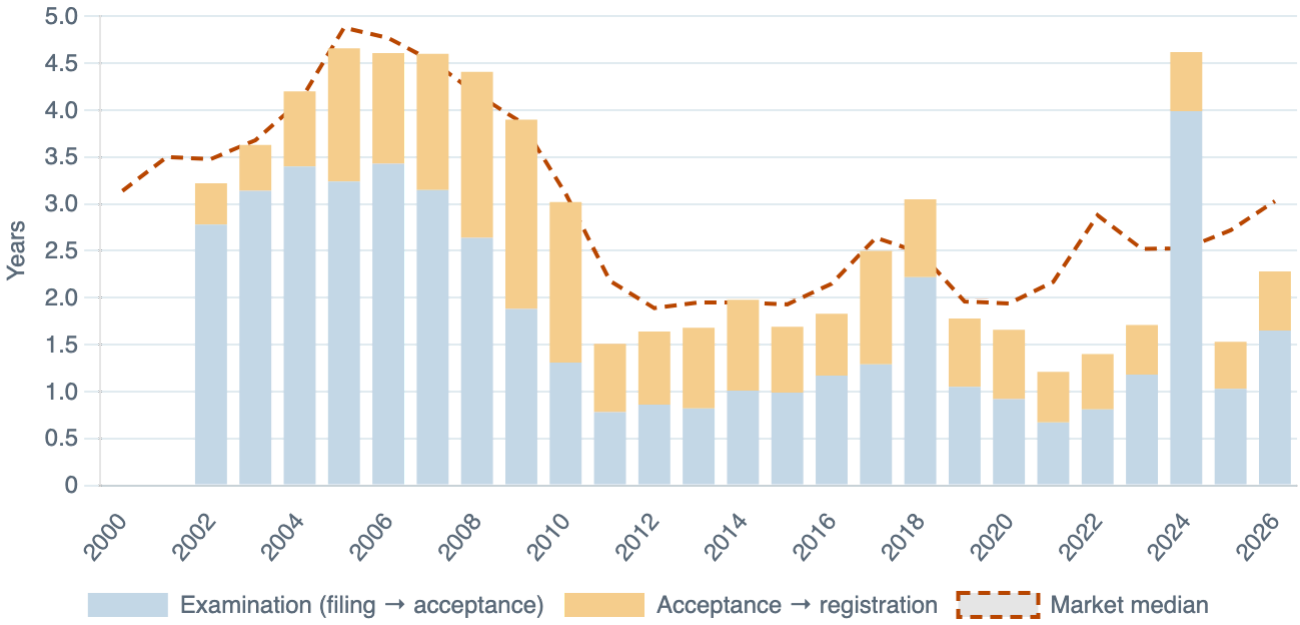


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Shimano's marks took a median of **1.8 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 1.1 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

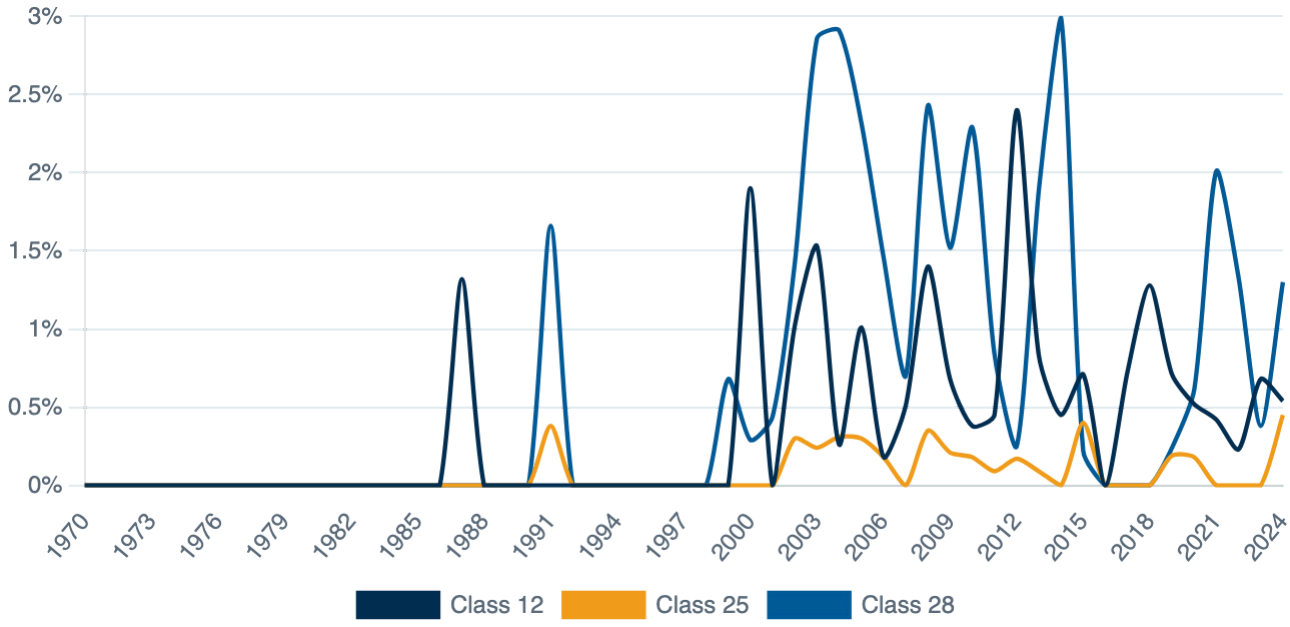


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Shimano's classes

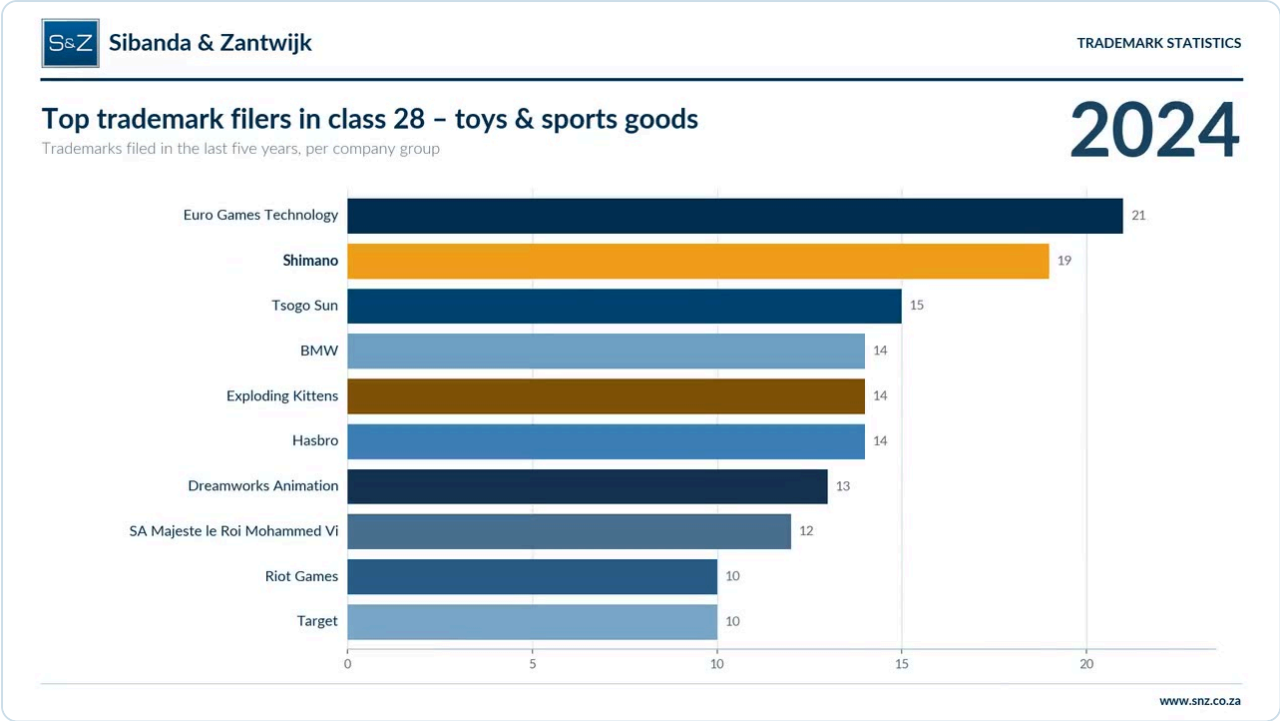
> Ranked by **number of trademarks filed in Shimano's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Shimano's market position, not who is most like it.

In the last five years, Shimano was **#2** of 842 filers in class 28 (toys & sports goods), with 19 of 1,560 trademarks; **#31** of 891 filers in class 12 (vehicles), with 10 of 2,078 trademarks; **#94** of 2,715 filers in class 25 (clothing), with 5 of 4,647 trademarks.



Shimano's share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 28 (toys & sports goods), South Africa 1975–2024: Shimano

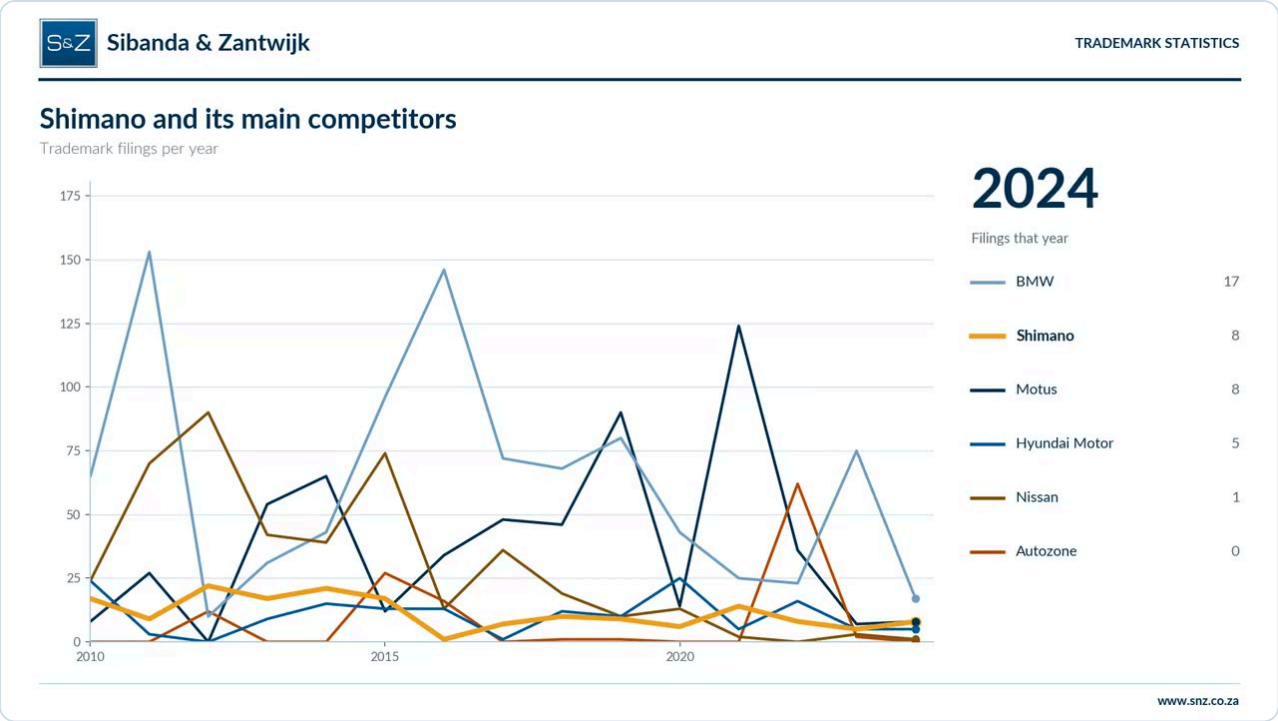


Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/shimano-south-african-trademarks/class-28-race-video.html

Main competitors – the companies most like Shimano

> Ranked by **how similar their whole trademark portfolio is to Shimano's** – the same mix of classes and the same words in their marks – **not by size**. Large filers in its classes that do something different rank lower here.

Shimano trademarks vs competitors: filings per year, 2010–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/shimano-south-african-trademarks/competitors-video.html

Trademark filings per year: Shimano (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Motus	Retailer's own brands	69%
2	Autozone	Retailer's own brands	68%
3	BMW	Other field	98%
4	Nissan	Other field	80%
5	Hyundai Motor	Other field	72%
6	Toyota	Other field	71%
7	Maserati	Other field	70%
8	Porsche	Other field	70%
9	Ferrari	Other field	69%
10	Knorr Bremse	Other field	69%

Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Shimano – relevant export countries

South Africa exported **US$1.4 billion** of the goods Shimano's main classes cover in the last year – fishing tackle; nets; cases; fishing rods (class 28); bicycles; hubs; brakes; parts (class 12); hats; shirts; clothing; jackets (class 25); computer software; computers; computer hardware; sunglasses (class 9); backpacks; handbags; bags (class 18). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Shimano's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	83	US$272 m	+1%	National	US$2,388
2	United States of America	73	US$86 m	-2%	National	US$3,425
3	United Kingdom	68	US$35 m	-4%	National	US$1,371
4	Japan	63	US$4.7 m	+0%	National	US$1,774
5	Canada	60	US$3.1 m	-4%	National	US$2,192
6	Namibia	60	US$213 m	+6%	ARIPO	US$450
7	Australia	59	US$20 m	-3%	National	US$2,380
8	Singapore	59	US$5.5 m	+21%	National	US$2,144
9	Hong Kong SAR	59	US$3.1 m	+13%	National	US$1,715
10	Switzerland	59	US$2.9 m	-2%	National	US$1,660

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	Namibia	60	US$213 m	+6%	ARIPO	US$450 S&Z
2	Botswana	57	US$200 m	-8%	ARIPO	US$450 S&Z
3	Nigeria	52	US$2.3 m	-9%	National	US$1,015 S&Z
4	Tanzania	51	US$8.5 m	-5%	ARIPO	US$450 S&Z
5	Malawi	51	US$11 m	+28%	ARIPO	US$450 S&Z
6	OAPI (17 states)	51	US$12 m	+4%	National	US$1,563 S&Z
7	Zimbabwe	50	US$43 m	-12%	ARIPO	US$450 S&Z
8	Mozambique	50	US$58 m	-16%	ARIPO	US$450 S&Z
9	Uganda	49	US$4.4 m	+14%	ARIPO	US$450 S&Z
10	Algeria	47	US$66 k	+20%	National	US$1,445

SA exports = South Africa's exports of these goods to the market in the last year. Ranked with the default weightings. Score 0–100 from South Africa's exports of the goods to the market, net imports, import growth, foreign trademark filings, where the goods are made, market size and the cost of protection. Costs are total fees (official and professional) to file in 5 classes; ARIPO costs are per country, plus US$301 once per ARIPO application; S&Z = S&Z's own all-in price. Goods are taken from the classes and specifications, so the ranking is indicative.

Trade data: CEPII BACI (version 202601, trade flows 2022–2024), Licence Etalab 2.0; aggregated and combined with other data by S&Z.

Protecting its top brands in Nigeria and OAPI with S&Z

BRAND	CLASSES	NIGERIA	OAPI (17 STATES)
SHIMANO	12	US$2,436	US$2,856
E TUBE	3	US$609	US$1,194
SHIMANO SERVICE CENTER	4	US$812	US$1,378
XEFO	4	US$812	US$1,378
HOLLOWTECH	3	US$609	US$1,194

S&Z all-in prices per brand in its number of classes, filing to registration.

Rank the countries for your own goods and get the quotes.

Word marks you may have considered opposing

> For Shimano's five most-filed brands: word marks of **other companies** (not Shimano's own group) that our similar word mark search, SimTM, found in the brand's own classes, and that we consider **confusingly similar** – from the earliest match found to today.

Similar to SHIMANO (classes 9, 12, 18, 25, 28; searched 2018-03-28 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to E TUBE (classes 9, 12, 42; searched 2018-01-31 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to SHIMANO SERVICE CENTER (classes 9, 12, 25, 28; searched 2018-03-28 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to XEFO (classes 9, 18, 25, 28; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to HOLLOWTECH (classes 12, 25, 28; no close matches in the search)

No confusingly similar marks of other companies found.

Similarity of the words only. Whether a mark could have been opposed depends on the goods and services, the reputation of the brand and the facts – S&Z can advise. New marks like these are what SimTM watch reports as they are published.

How S&Z can help you

> S&Z does not just file trademarks. We are a **technology-first firm that manages trademarks** – analysing your data, monitoring competitors and making sure your trademark assets remain protected.

We manage your trademarks – not just file them

Analysing your data, monitoring competitors and making sure your trademark assets remain protected:

Renewal management
Every renewal date in your portfolio tracked and paid online.

Competitor watch
Get real-time competitor analysis.

Similar-mark watch
New word marks that come close to yours, found as they are published using SimTM.

Expansion into Africa
Lowest-cost trademark expansion into Africa - Nigeria, OAPI.

Filing and renewal at fixed, all-inclusive prices

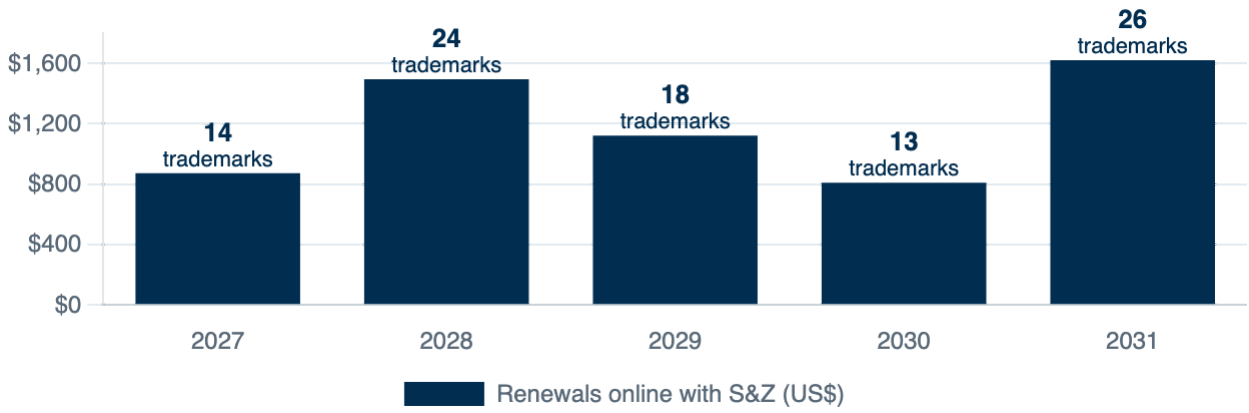
S&Z prices – South African trademarks

Filing, first class – incl. official fee, examination report, routine office action, acceptance, publication, registration and e-certificate	US$240
Each additional class of the same mark, filed at the same time	US$225
Renewal online, per class (every 10 years from filing)	R1,027 ≈ US$62.29

Renewal in rand; US$ at R16.49 per US$.

Shimano's next five years of renewals

95 of Shimano's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about **US$5,918** over the five years.



© 2026 Sibanda & Zantwijk · www.snz.co.za