

Erling-Sande AS
Drammen, Norway
Lohja, Finland

March 2, 2026

PRESS RELEASE EMBARGO 02.03.2026 at 12.00

Erling-Sande A/S Strengthens Its Position in Finland and the Baltics – Jani Tiitinen Appointed Country Manager

Norwegian import company Erling-Sande A/S is strengthening its business in Finland and the Baltic countries by appointing Jani Tiitinen as Country Manager ORV Finland and Baltic Countries. In this role, Tiitinen will lead the company’s growth strategy and the development of its dealer network across the region, with the goal of delivering comprehensive customer service and innovative products for both leisure and professional use.

Founded in 1932, Erling-Sande A/S is a long-established importer with decades of experience in the Nordic markets. The company is known for its solid market position and diverse product portfolio, including Arctic Cat snowmobiles, ARGO ATV, UTV and amphibious vehicles, as well as a range of marine products.

Erling-Sande delivers its products and services through a comprehensive dealer network, ensuring high standards in availability, spare parts, maintenance and aftersales support.

ARGO Amphibious Vehicles Expand into Finland

The Canadian ARGO brand is now being introduced more broadly to the Finnish market for the first time. The extensive product range includes the unique FRONTIER 600 6x6 amphibious vehicle, classified as a T3a-category tractor, as well as 4x4 T3B-class vehicles.

The Aurora Pro 8x8 XTX and ARGO SASquatch are also available in the Finland and Baltic lineup.

ARGO products are recognized for their versatility and ability to operate seamlessly on both land and water, making them ideal for recreational use as well as demanding applications in authorities, rescue services, hunting, forestry, and professional sectors.

Arctic Cat Reinforces Its Market Presence

Manufactured in the United States, Arctic Cat is strengthening its position in Finland and the Baltics through Erling-Sande. Arctic Cat has been part of Erling-Sande’s portfolio since the 1980s, and this renewed focus brings dealers and customers access to a full product range, reliable service, and long-term customer support.

A New Direction for Finland and the Baltics

Jani Tiitinen brings extensive experience from the powersports and leisure industries, along with deep knowledge of the snowmobile, personal watercraft, and ATV markets in Finland and the Baltics. Under his leadership, Erling-Sande will focus on building a reliable and customer-centric dealer network, strengthening customer relationships, and developing long-term partnerships with local stakeholders.

Further Information and Interview Requests

*Yours sincerely
Erling Sande AS*

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Media materials attached:

- *Jani Tiitinen BIO*
- *ARGO <https://www.erling-sande.no/produkter/terrengkjoretoy/xtv>*
- *Arctic Cat*