



# ***COMPANY PROFILE***





# THE PARTNER FOR YOUR AMBITIONS

*With over 60,000 vehicles sold per year, more than 200 employees throughout Europe and close cooperation with partner companies in Asia, the KSR Group is one of the leading manufacturer-independent importers of two-wheelers in Europe. The range of vehicles extends from motorbikes and scooters to quads, e-bikes and light electric vehicles, which reflect fun and enjoyment as well as functionality and reliability. KSR Group products are currently sold in over 60 countries around the world.*

*KSR is founded on three divisions – each independent from one another, but with synergies of enormous added value.*

*In the Mobility Division, we operate on the one hand as one of Europe's largest manufacturer-independent distributor of two-wheeled vehicles and on the other hand as an independent manufacturer of our own motorbike brands, which we develop*

*in-house in our research and development center at the headquarters in Austria. With our flagship brand Brixton Motorcycles, we have built up a remarkable portfolio of models within a few years that is now an integral part of the European market.*

*In the Bicycles Division, we develop a wide range of e-bikes – from good value entry-level models within our brands DocGreen and Grundig to the very top of the premium segment with Malaguti Bicycles.*

*Always keeping an eye on tomorrow's trends, we also create products for household and leisure in our Smart Products Division, with which we have earned a reputation as a reliable partner of Europe's largest retailers when it comes to sourcing, importing and servicing new products.*

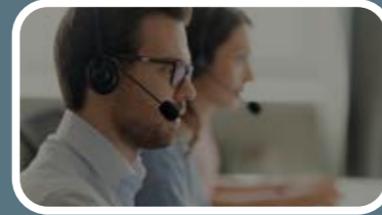
# INFRASTRUCTURE

Our headquarter in Gedersdorf, close to Krems (Lower Austria) is home to over 200 employees and offers a modern office infrastructure which fits the standards of the 21st century.

But it is not simply an office space, it also includes our central warehouse, where we store the most relevant parts to our products directly at our doorstep.

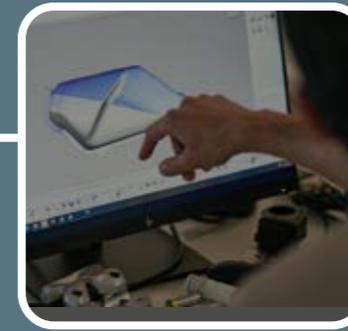
Apart of that, the headquarter hosts our own in-house design and development studio, where we create new mobility solutions and products every year.

It even contains space for our in-house content agency, which makes sure we produce the right marketing content for our brands, from photography to illustration, from videography to big campaigns.



## AFTERSALES

With decades of experience, our team is working constantly to improve the aftersales experience of our products. From parts availability to warranty claims, aftersales is where the lasting customer loyalty begins.



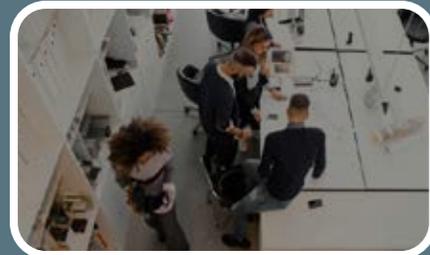
## DEVELOPMENT & DESIGN STUDIO

In 2018 we have founded our very own development and design studio. A team of international designers has everything they need to guide established brands into the design future of the years ahead as well as putting new brands on the map. From virtual reality design techniques to good old clay - creativity makes use of everything at the KSR research and development studio.



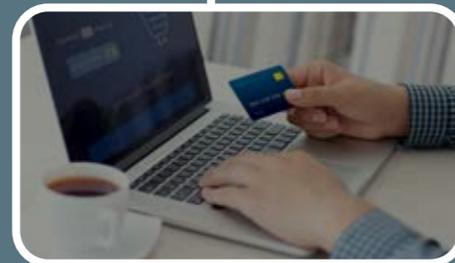
## WAREHOUSE

Our central warehouse is home to the most relevant parts with the highest turnover frequency. The geographic location allows us to deliver the most important parts to dealers across Europe within 48 hours.



## MARKETING

There is not a single day without our marketing team keeping at least one eye on the motorbike market. They work with great dedication on our brands profiles to meet the demands and needs of our time on the one hand, and to ensure long-term customer loyalty on the other.



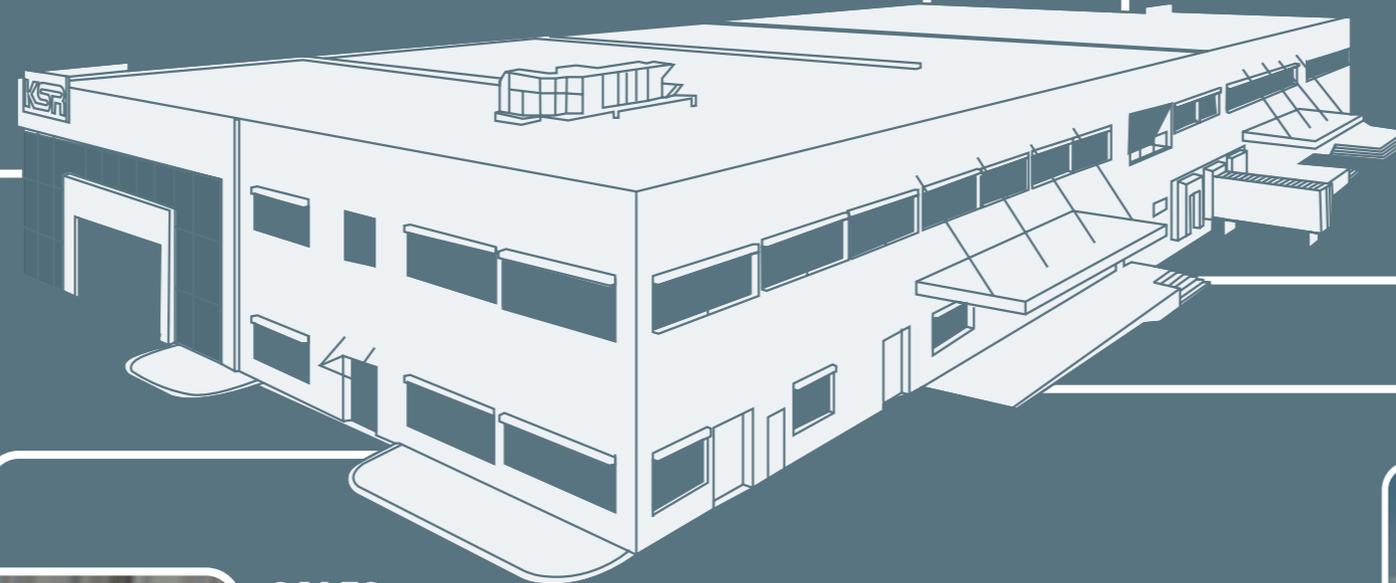
## SALES

Our experienced sales team manages over 2.600 sales partners across Europe and works as direct link between KSR and our clients.



## LOGISTICS

It doesn't matter if it's a container full of motorcycles or a cardboard box with a screw, our logistics department takes care of our daily operational flow.



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# DEVELOPMENT AND DESIGN CENTER

Founded in 2019, our in-house development and design center is creating products of the future

## FROM CONCEPT

Our international development and design team is working constantly on creating new product ideas. With our product development and design approach, we strive for innovation, especially in the fast changing mobility industry. Being able to quickly adapt to the markets need, is key to our future success.



## TO PROTOTYPE

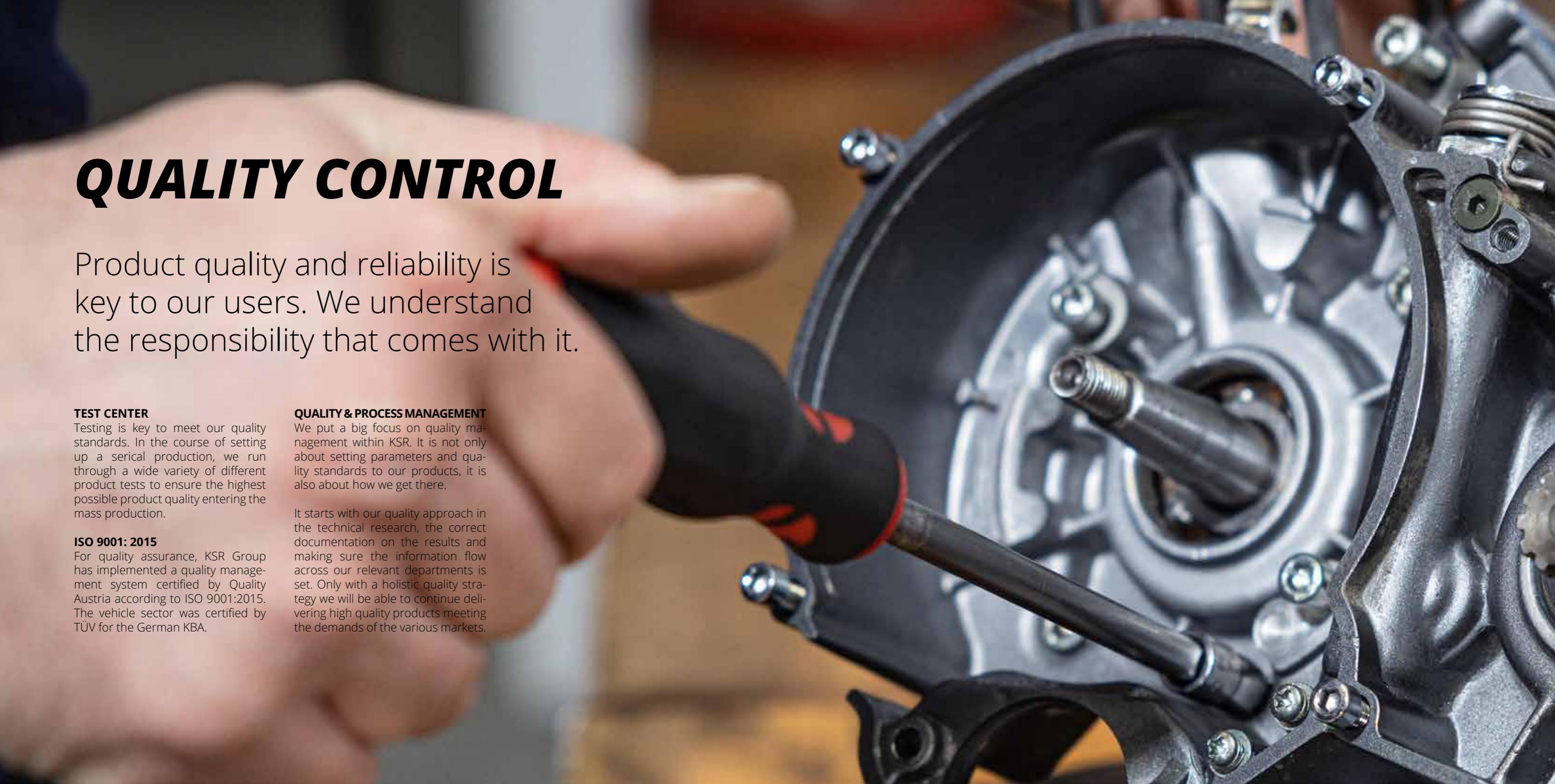
Our in-house design center is home to state-of-the-art equipment including 3D scanner and printer, virtual reality software and everything needed for professional claying. These tools help in bringing ideas into reality and transferring data into the development of physical prototypes.



## TO PRODUCT

With our wide network of reliable and trusted partners all over the world, we have created sustainable relationships when it comes to production. We have invested years in identifying the right partners for our own ambitious quality requirements, not saying it has been an easy road, we now benefit from our efforts and always know the right production partner.





# **QUALITY CONTROL**

Product quality and reliability is key to our users. We understand the responsibility that comes with it.

## **TEST CENTER**

Testing is key to meet our quality standards. In the course of setting up a serial production, we run through a wide variety of different product tests to ensure the highest possible product quality entering the mass production.

## **ISO 9001: 2015**

For quality assurance, KSR Group has implemented a quality management system certified by Quality Austria according to ISO 9001:2015. The vehicle sector was certified by TÜV for the German KBA.

## **QUALITY & PROCESS MANAGEMENT**

We put a big focus on quality management within KSR. It is not only about setting parameters and quality standards to our products, it is also about how we get there.

It starts with our quality approach in the technical research, the correct documentation on the results and making sure the information flow across our relevant departments is set. Only with a holistic quality strategy we will be able to continue delivering high quality products meeting the demands of the various markets.

# AFTERSALES

Knowing the impact the field of aftersales has on long term customer loyalty, we take pride in our services and features we developed throughout decades of experience.

## DEALERSPACE

7 days a week, 24 hours a day – the KSR Dealer Space is available at any given time with all the services and information a dealer needs, no matter whether a warranty claim needs to be submitted late at night or an essential spare part must be ordered for the most loyal customer.

## PARTS LOGISTICS

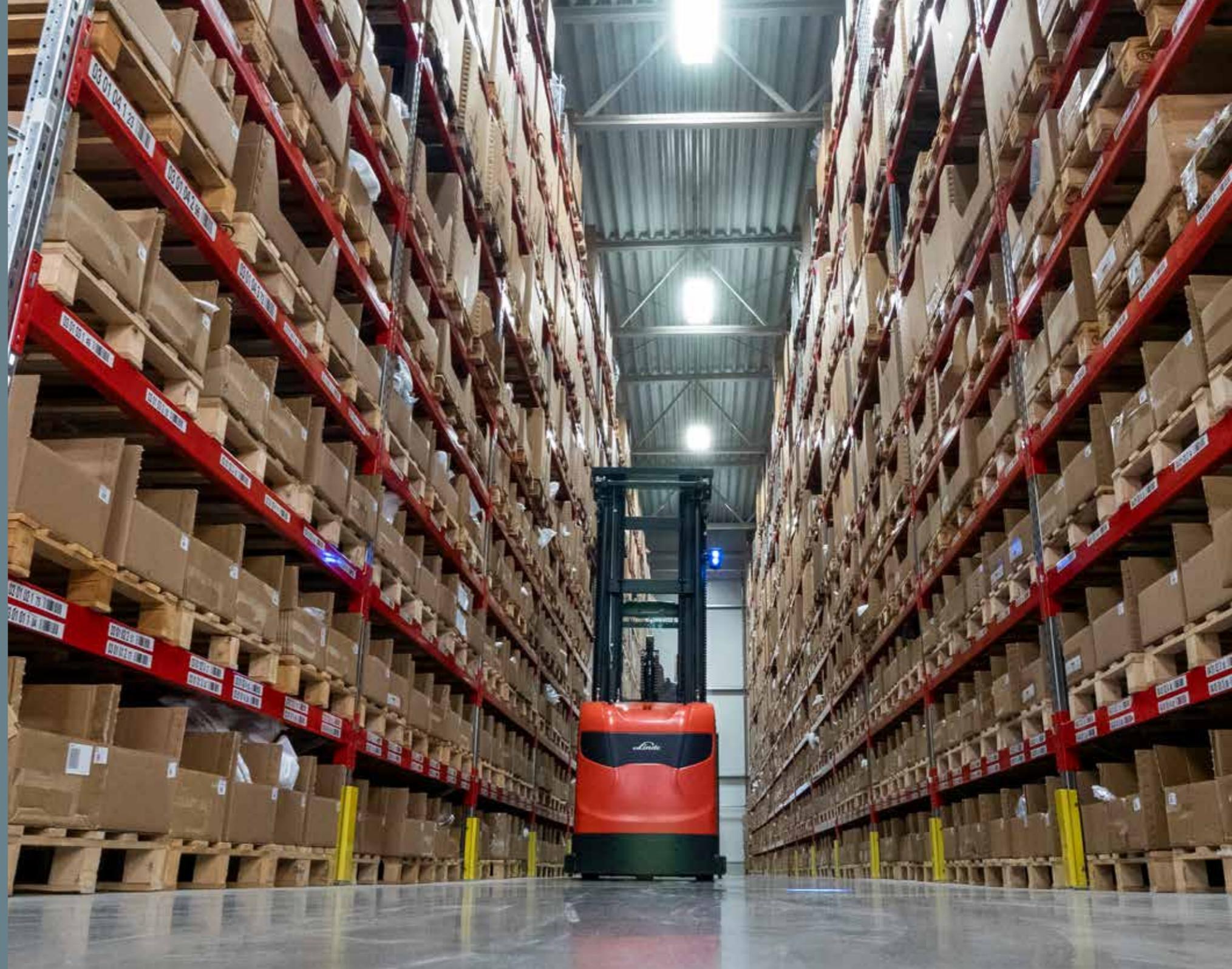
Located in the heart of Europe, our logistics can deliver parts to our clients within 48 hours. With our warehouse and a decent network of localized storages, we have set up a sophisticated and reliable logistic system serving our partners.

## HOMOLOGATION

We are working closely with local governments to always be the first in knowing the legal framework for the products we are handling. A dedicated team keeps up with the fast changing requirements so we can always guarantee our products fulfil the legal obligations.

## TECHNICAL SUPPORT

Most of our products are technical products, so it is crucial to develop accurate technical documentation and support. We not only offer the complete range of documentation to our dealers, but also organize technical trainings to personally instruct our partners on the most relevant challenges.



# DEALER IMPORTER MANUFACTURER

## DEALER

With Motoloft, we have created a retail concept on a franchise base for motorcycle dealers. Thus, we know the challenges on the local motorcycle market from a dealer's perspective and learn daily from this experience. It allows us to find out first hand, what makes a successful bike shop.



## MANUFACTURER

As manufacturer of Brixton Motorcycles and Malaguti, we are building our very own strong brands, with everything that goes with it: From product development, quality control and production to after-sales market and marketing, we combine all the necessary competences to establish our brands on the global market.

**BRIXTON**



**MALAGUTI**



## IMPORTER

As an importer of renowned and innovative global brands in the two-wheel world, we know what it takes to build successful and sustainable business on a multi national scale. We understand what is expected from the brand's perspective and what is necessary for the distributor, to build a profitable business.



# MOTO LOFT

If we want to think out of the box, we can't feel like we're in a box. That's why we created the MOTOLOFT – showroom, salesroom, open space, and of course: LOFT.

The MOTOLOFT is an all-new, holistic experience concept under a generous ceiling height on an area of 650m<sup>2</sup> on two levels. Twelve independent brand worlds come together under one wide roof. In the MOTOLOFT, the customer moves through unique brand worlds – independent from each other but at the same time all connected by the spaciouly loft architecture.

A shop concept that has never been seen before in the automotive sector.

BRIXTON  
MOTORCYCLES

BRIXTON  
MOTORCYCLES

CFMOTO

WALK IN,  
RIDE OUT



Any direction.  
As long as  
it's your  
own.



2016



2020



2022

**THROWBACK STYLE.  
UNCOMPROMISING DESIGN.  
PRECISION ENGINEERING.**

This is Brixton Motorcycles. Made for you if you're someone who cares about what you ride, we open up the road and bring the metal to the street.

From the moment we imagined our first bike classic cool was the inspiration. That's why every Brixton Motorcycle is blessed with throwback style. Whether it's a 125, 250, 500 or a 1200, everything we do has that streetwise edge.

Quality means everything. So across every Brixton Motorcycle, uncompromising design leads the way. It comes from the belief that everyone deserves an epic bike.

So developing a new breed of motorcycle, in line with our own bespoke specs, we build machines unlike any other.

What matters most is the ride. And powered by precision engineering, we deliver probably the smoothest ride in our class. Open the throttle, kick through the gears, know Brixton won't let you down. With only the horizon to stop you, it's any direction, as long as it's your own.

Since 2016



2018



2022



**FROM SKETCH TO BRAND**

Within only 6 years, we have managed to build up Brixton's product portfolio from 125ccm to 1200ccm motorcycles and to successfully put the brand on the industry's map as a serious contender.

**BRIXTON  
MOTORCYCLES**



# Malaguti

THE SPIRIT OF BOLOGNA



The next chapter begins here. But the story of Malaguti, one of the great Italian motorbike brands, began in the 1930s in Bologna, home to some of the best cars and motorbikes the world has ever seen. Antonio Malaguti was experimenting with bicycles at the back of his workshop before going on to develop his first motorbike series. By 1958, the Malaguti spirit was conquering streets all over the world. In 2003, Malaguti even got into racing, taking part in the 125cc World Championship and competing on legendary circuits, such as Suzuka. Today, everything is different, yet nothing has changed. When we celebrated Malaguti's 90th birthday in 2020, we knew that there is a distinctive character that has united all our motorbikes over almost a century. From the very first series, developed in Antonio's workshop, to the latest generation of machines, there's a unique passion, a soul, an energy that's in each of them.

**We call it simply the SPIRIT OF BOLOGNA.**



**OTHER  
MOBILITY  
BRANDS**





# SMART PRODUCTS



DOC GREEN

GRUNDIG

COMMODORE



## THAT'S A-TO

From the car park to the office, from the station to the shop or simply for the pleasure of moving: The models of the innovative brand A-TO set new standards. Design and quality on a completely new level, emotional and professional.

The A-TO scooters convince with their modern design, high-quality aluminium and steel components and a well thought-out folding mechanism for the kick and electric scooters. The stunt scooter impresses with 100mm wheels and its extremely stable construction.

A-TO

IT IS THE JOY OF RIDING  
THAT BRINGS US TOGETHER.

*Malaguti*



A large, illuminated red sign with the white letters 'KSR' is mounted on the upper part of a modern building's facade. The building has a dark, metallic-looking upper section and a large glass window area below. The sky is a clear, deep blue, suggesting dusk or dawn. The glass reflects the interior lights and the sky.

**KSR Group GmbH**

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