



# PRESS KIT



The Barcelona Motorbike Museum, in collaboration with Clustermoto, presents a new temporary exhibition, under the title ***The Catalan Motorbike today***.

Divided into five different areas - **trial, mopeds, electric motorcycle, competition and auxiliary industry**- the exhibition has a selection of **24 representative models** of various Catalan brands. All of them had the empowerment to reinvent themselves, deriving from the experience of the glorious past of the 60s and 70s and overcoming a devastating crisis, to put them back into the sector's vanguard.

Fighting against multinationals is a very complicated task, but it is possible to do so by specialising in very specific segments, in which experience, quality of manufacture and design prevail over the price issue. The current **Catalan motorcycle industry is based on the specialisation** and this exhibition aims to reflect this fact across all areas represented here.

Visitors will have **the opportunity to contemplate the latest technological and design innovations that are produced in Catalonia**. In addition, they will discover several features when it comes to interacting with an original set of rear-view mirrors and they will experience the feelings of driving an off road motorcycle in a photocall with three different models, two of them for children so that the little ones also enjoy themselves in the show.

**The exhibition will be opened to the general public until September 30th 2017.**



## **AREA 1: TRIAL**

Past international trial victories achieved by Bultaco, Montesa and OSSA still go on these days with brands such as Montesa, Gas Gas, Sherco, Vértigo and TRS. These keep maintaining our industry as an undisputed market leader in this kind of motorcycles.

### **Montesa Cota 247 | 250 cc | 1968**

Montesa was born as a motorcycle factory in 1945 and in a couple of years it became a world-renowned brand. In full rivalry with Bultaco, in 1968 it introduced its trial Cota 247, deserving a Silver Delta award of industrial design. Pere Pi won the first Spanish Championship in this discipline with this model.

### **Montesa Cota 300RR | 300 cc | 2017**

In 1986, Montesa was absorbed by the Japanese brand Honda, that decided to delegate to the Catalan brand the development and production of all trial models, maintaining the legendary name of Cota. The current Montesa Cota, fitted with a 4-stroke advanced engine, still leads this specialty worldwide.

### **Gas Gas Halley | 325 cc | 1985**

The Girona based company Gas Gas named its first model Halley, in honour of the comet that passed very close to the earth exactly the same year this model was commercially launched (1986). Just one year after, in 1987, Gabino Renales won the first victory in a World Championship race. Later on, Gas Gas became over the years a reference brand in the off-road sector, achieving world titles in enduro and trial.

### **Gas Gas TXT E4 | 125 cc | 2017**

Thanks to the world titles firstly obtained by Jordi Tarrés and then Adam Raga, Gas Gas became for many years a global sales leader in the trial segment. After overcoming several business vicissitudes, this specialty is now the main economic prop for the Catalan brand.

### **Vertigo Combat | 300 cc | 2017**

In 2015 a new Catalan brand was born, initially aimed exclusively at the trial segment. Its first motorcycle, named Combat, stands out for its trellis steel frame combined with a central aluminium core and an own made two stroke engine with electronic fuel injection. In 2016 the range was extended with the Vanda, a more versatile model endowed with a traditional frame.

### **TRS Raga Racing | 300 cc | 2017**

After a first experience with another brand (Jotagas), the seven-time World Champion Jordi Tarrés created in 2013 his own brand, TRS, exclusively devoted to this speciality. Its first model, the TRS One, equipped a sophisticated forged aluminium double beam frame and an own engine in 250, 280 and 300 cc capacities.

### **Sherco ST Factory | 250 cc | 2017**

In 1998 the French entrepreneur Marc Teissier created, along with a team mainly formed by Spanish experts, this new trial motorcycles brand, with their factory in Caldes de Montbui (Barcelona). Subsequently they expanded its activity to enduro, by opening in 2002 a factory in Nimes (France) exclusively dedicated to this speciality.

### **Scorpa SC Factory | 300 cc | 2017**

This brand has a peculiar history. It was founded in France in 1993 by two trial fans: Joël Domergue and Marc Teissier. After a while, Teisser dissociated himself from the company in order to create Sherco and in 2009, Scorpa went bankrupt. Shortly afterwards, Teissier repurchased the brand and the production of Scorpa moved from the French city Alès to Caldes de Montbui (Barcelona), where they now produce a range of trial and trial-excursion models.



## AREA 2: MOPEDS

The Catalan moped industry keeps being a reference at an international level. It is in fact being evidenced by the current economic activity of our brands, which are offsetting the sales falls in Spain with the increasing export to those markets still appreciating these kind of motorcycles. Examples of it are central and northern Europe countries.

### **Bye Bike One+ | 50 cc | 2017**

The Girona based brand Bye Bike recovers the most traditional concept of the automatic moped, with a design evoking the legendary Derbi Variant. It adopts modern technology in order to achieve a reliable and economical, yet versatile vehicle. This "Plus" version is homologated for two seats introducing some details of superior finishes compared to the basic model.

### **Rieju N°4 | 42 cc | 1952**

Rieju is the only fully Catalan capital brand with the same owners, the Riera family, since its foundation in 1942. After starting as a component manufacturer and, at a later stage, bicycles, the first motorcycle came out of the assembly lines in Figueres (Girona) in 1945, quickly specializing in the field of mopeds.

### **Rieju MRT 50 SM Trophy | 50 cc | 2017**

This Rieju is one of the most evolved mopeds in the current world scene. Fitted with equipment until recently unheard in models with such small cylinder capacity, this type of vehicle enjoys an important welcome in many countries in central Europe. Rieju exports to these countries a great part of its sales figures, against the segment decline in sales at national level.



## **AREA 3: ELECTRIC MOTORCYCLE**

There is no doubt whatsoever that the future of the motorcycle industry will be the electric vehicle. It is, at present, in its initial development stage in which the Catalan industry plays an important role with brands aiming for differentiation thanks to the use of advanced technologies by focusing in very specific market niches.

### **Silence SO2 | 2015**

This brand owns 40% of the Spanish market for electric motorcycles, with models focused mainly for professional use (courier and mail services, police ...) areas where the advantages of low cost in consumption and easy maintenance are made. In addition to motorcycles, they also produced batteries in their newly opened factory in Molins de Rei (Barcelona), being the only manufacturer in the world producing both elements.

### **Torrot Muvi Executive | 2017**

In its rebirth as a brand, the firm Torrot, based in Girona, is entirely devoted to electric vehicles, with models ranging from children's motorcycles, bicycles to urban scooters such as this Muvi, available in city and executive versions, equivalent in their performance to models 50 and 125cc respectively. They have removable battery for easy recharging and various functionalities through the mobile phone.

### **Bultaco Brinco R Discovery Limited Edition | 2017**

From 2014 Bultaco enjoys a new life thanks to the Brinco, a new and groundbreaking concept called "Moto-Bike". A striking fusion of the motorbiking and cycling worlds. A thrilling combination that fuses the adrenaline provided by its electric power, controlled directly via a grip throttle, and the physical experience of independent pedaling. This is the last version developed together with Land Rover.

### **Bultaco Sherpa T350 | 350 cc | 1976**

Bultaco is one of the legendary brands in the Spanish motorcycle scene that in its short life, from 1959 to 1981, accumulated a great number of victories and international titles in many disciplines, reaching a great world prestige that still exists. Their trial models called Sherpa T were considered the best in the world, achieving five consecutive world titles between 1975 and 1979.

### **Gas Gas E-Kids T12 | 2017**

Gas Gas's merge with Torrot allowed the historic off-road specialist from Girona (Spain) to offer their fans a renewed range of electric motor-driven childrens' motorcycles, known as E-Kids, available in trial and enduro versions.

### **Mecatecno T14 | 2017**

Mecatecno is another historic Catalan brand that made a comeback, now dedicated to electric motorcycles for children. Founded in 1978 by Jordi Rabasa, Ramón Mira and Joan Ruiz, all of them in some way connected to the legendary Derbi, manufactured professional trial bikes and children's models until they closed down in 1983. In 2011 this brand was recovered in order to jump into the electric motorcycles sector.

### **Volta BCN City | 2016**

Founded in 2010, this brand is dedicated to the design, development and manufacture of electric motorcycles under their own manufacturing technology. They chose a conventional motorcycle with a sporty look instead of the classic scooter, although it has the functionality to store an integral helmet under the false tank. It is available in two versions, BCN City and BCN Sport, differentiated by their performance and fittings.



## **AREA 4: COMPETITION**

The worldwide predominance of our racing riders has led to the creation of a remarkable industrial network linked to this particular productive sector. It includes racing teams, training riders and technical schools, as well as component manufacturers, including motorcycles.

### **Monlau MC14 | 250 cc | 2014**

In 2014, the Monlau School included the assignment of designing and building of a Moto3 motorcycle in its Master in Competition Engineering. Starting from a Honda NSF250R, students developed a completely new frame, as well as the motorbike Intake system with the aim of participating in the Spanish Championship in this category. This project has been going on for many years with great success.

### **BEON Moto 3 | 250 cc | 2017**

BeOn is a company located in Barcelona, created in 2007 with the aim of offering racing motorcycles at a much more affordable price than usual. It started selling kits allowing the easy transforming of motocross or enduro motorcycles to road-racing motorcycles. At present, they manufacture PreMoto3 and Moto3 models addressed to the different national championships fitted with Yamaha and Honda engines.



## **AREA 5: AUXILIAR INDUSTRY**

The establishment in our country of important motorcycle multinational factories fostered the creation of a very powerful auxiliary industry. In spite of the relocation of some of these factories, this sector has not only maintained its position, but has furthermore strengthened it thanks to the manufacture of top quality products that, in some instances, is part of the standard equipment of top world brands.

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