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ESG magazine: Added value through sustainability

WHAT WE DO IN THE AREA OF ESG

Sustainability is an important task for businesses. Helping to consciously shape the present and the future over the long term is vital. This involves one’s own future viability just as much as preserving a world that is worth living in. Every company interacts differently with its environment and has different ways of shaping this interaction. The challenges companies face are therefore also very different. This is why sustainability needs to be defined and configured individually to be effective, targeted and to make sense – in line with the key interactions a company has within its own operating environment.
1. MANAGEMENT SYSTEM

The whole process of creating a product in motorcycle manufacturing – from market analysis, the idea for the product, design studies, construction and development, cooperation with suppliers, the procurement of components for series production, parts production, engine and vehicle assembly, through to packing and dispatch – is covered by an integrated management system according to ISO 9001:2015 and ISO 14001:2015 (scope of certification see Sustainability Report 2023 of the PIERER Mobility AG) and controlled by KTM process management.

AUDITS DURING PRODUCTION

In order to counteract, as much as possible, the risk of a faulty product and of associated potential adverse effects for the customers of the PIERER Mobility Group, detailed audits on engines and vehicles during production are performed on a daily basis. Monthly process audits based on VDA 6.3 (VDA – German Association of the Automotive Industry, VDA 6.3 = guidelines for process audits) are carried out to improve production, assembly and logistics processes. As most of the vehicles produced are designed and homologated for use on public roads, we attach great importance to complying with the legal requirements of the relevant end markets.

Measurement and testing laboratory

A measurement and testing laboratory is available within KTM Forschungs und Entwicklungs GmbH (KTM F&E GmbH). This is where newly developed or advanced materials destined to be fitted on motorcycles are analyzed or tested to ascertain their impacts on health and safety in order to ensure they comply with the specification requirements of components/products. If necessary, tests can also be carried out on clothing and accessories (protective equipment, etc.) in the in-house laboratory. In addition, KTM F&E GmbH operates an operational stability test facility for testing individual components, assemblies and complete vehicles (e.g., a shaker test bench, servo-hydraulics test bench, endurance roller dynamometers, and an acoustic roller dynamometer). In addition, in the quality management testing laboratory, as well as conducting various tests such as hardness tests, tensile/compression tests, chemical analyses, etc., the specialist departments can also ask for analyses of damaged parts to be carried out.

PRODUCT TESTING & FMEA

The development results are tested throughout the product development process by test teams set up specially for both on-road and off-road vehicles, from the early prototype phase through to the production product. The riders are specially trained vis-à-vis other R&D staff in handling such vehicles and pushing them to the limit. More than 3.5 million kilometers were covered during testing in 2023. In order to avoid risks, failure mode and effects analyses (design & process FMEA) are also carried out selectively.

STRUCTURE & PROCESS OF THE ENVIRONMENTAL MANAGEMENT SYSTEM

An environmental management system (EMS) presents energy and material flows and identifies potential for improvement. The EMS is integrated into the management system and certified according to ISO 14001:2015. Particular attention is paid here to the following aspects:

- Life cycle assessment from development through to disposal: There is currently an emphasis on certain aspects of the product life cycle, such as electrifying smaller performance classes and reducing CO₂ emissions (e.g., using e-fuels). In addition, a process for calculating the carbon footprint of individual components of vehicles and also at a vehicle level is currently being developed.
- Ensuring operational safety: Every employee receives a safety and fire protection briefing when they join the company. Furthermore, regular audits focusing on safety, order and cleanliness are carried out at the certified sites to ensure that environmental protection, safety and fire protection specifications are met at all times. Emergency plans, which contain instructions on the correct conduct in emergency situations, are in place for each site.
- Audits: Internal audits are conducted at regular intervals to continuously monitor whether the processes, requirements and guidelines of ISO 14001:2015 are being met. If there are any discrepancies, appropriate corrective measures are taken. In addition, the environmental management system is audited by TÜV once a year.
- Annually updated environmental targets: Workshops for updating the environmental targets are held once a year with the relevant departments. The environmental targets are disclosed in the reporting in line with the recommendations of the Task Force on Climate-Related Financial Disclosures (TCFD). This report has been published since 2021, it is revised annually and published on the group’s website.  

• Annual assessment of environmental aspects: To allow us to align the environmental targets in the best way possible, the key environmental aspects are assessed before the environmental targets are updated. A workshop is also held once a year for this purpose.
• Enshrining and raising environmental awareness: To achieve a consistent level of environmental awareness within the company, employee training courses are offered on the environmental management system, such as an e-learning course on the correct way to handle waste.
• Legal compliance: see Sustainability Report 2023.

REPRESENTATIVES FOR THE PURPOSE OF THE ENVIRONMENTAL MANAGEMENT SYSTEM

• Waste management representative
• Disabled people’s representative
• Fire safety officer
• Hazardous goods officer
• Safety expert

Ensuring product compliance

2. SAFETY STANDARDS

The current trend in the motorcycle market is for ever increasing electrification of drivetrains and other vehicle systems. This will require an expansion of development capacities for electrics/electronics. Furthermore, new areas of activity in relation to e-mobility are generating additional expertise on how to comply with current safety standards. High battery capacity combined with low weight is very important, especially for applications in the two-wheeler segment. Being able to guarantee that these systems can operate safely in both high-voltage and low-voltage ranges is particularly important.

Another area of focus that still requires continuous improvement and adaptation of the processes applied is the integration of complex electronic control systems and increasing networking with other road users. Constant expansion and adaptation of the strict development and quality assurance processes to reflect the changes to vehicle functions based on the ISO 26262 standard for functional safety is the basis on which we are able to guarantee user safety. As part of continuous process improvement, new specifications such as providing security for vehicles and the associated infrastructure for preventing cyber attacks in accordance with ISO 21434 are also being integrated into the product development processes. By building up expertise in this specialist area, the safety standards are also being improved in the area of data protection (GDPR). End-to-end documentation of requirements and safeguarding through to actual test results remains an important point. This is where improvements in the cooperation with suppliers are implemented on an ongoing basis, and the internal testing processes and test capacities are also constantly being expanded.

EXHAUST AND NOISE EMISSIONS

Homologation of the vehicles in the respective end markets serves as proof of compliance with the legal requirements. If the vehicles do not meet the homologation requirements, they will not be available in the respective market. It is the responsibility of the technical service performing (or supervising) the type approval tests to ensure that they are performed on suitable test benches. Some of the company’s own test benches for exhaust and evaporative emissions at the Mattighofen site are recognized by the technical service (“TÜV Rheinland Kraftfahrt GmbH”) as a “third party laboratory”.

KTM also operates several other emission test benches (for complete vehicles and for engines). Although these test benches are not recognized as “third party laboratories”, they still have the same quality and accuracy as the recognized “third party laboratories”. These test benches are used for evaluating and developing emissions for vehicles that are in the development phase. In addition, KTM has a noise test track certified to ISO 10844. Under the supervision of an accredited technical service, UNECE R41 approval tests are carried out on this test track. The test track is also used for noise emission assessment of vehicles in development as well as for CoP (Conformity of Production) tests.

KTM also has a special acoustic laboratory room where almost no sound is reflected, making it a suitable place to carry out simulated pass-by noise emission tests (simulating the UNECE R41 test procedure). However, simulated pass-by noise tests are not yet provided for in the EU type-approval regulation or in the UNECE R41 regulation for noise emissions from motorcycles. Nevertheless, tests are performed in this anechoic chamber to support the continuous noise emission assessment of whole vehicles and vehicle subsystems under development (e.g. a braking system or isolated analysis of secondary transmission noise emissions).
ASSEMBLY PROCESS & END-OF-LINE TEST

KTM AG in Mattighofen assembles an average of 933 motorcycles per day (annual production volume in 2023: around 217,000 vehicles). Each vehicle component is inspected according to a test plan by experienced employees trained in the relevant test criteria. At the conclusion of vehicle assembly, 100% of all motorcycles are subjected to an end-of-line test (test bench run). This process step is secured by systems engineering so that no vehicle can leave production without passing the test. If an error is detected in the assembly process, it is recorded in SAP ME (MES) by the post-assembly personnel. Each error that is entered is automatically transferred to the ERP system and created there as a quality notification. The data is evaluated daily and made available to the relevant employees via a dashboard. Furthermore, in the course of delivery to the end customer, a pre-delivery inspection is carried out for each motorcycle by the trained KTM/Husqvarna/GASGAS dealer. A clearly defined inspection list with all safety-relevant components and systems is worked through and stored electronically in the vehicle history for each motorcycle in the KTM/Husqvarna/GASGAS Dealer.Net.

We achieve the high quality of product in particular through production-oriented design, the use of analytical and statistical methods of calculation, comprehensive checking and testing, a focus on the process quality and by using targeted communications, as well as by implementing training measures at all companies in the PIERER Mobility Group and at the suppliers. The global assembly sites are professionally supported by a team of highly skilled QM employees. They make sure that the manufacturing know-how is passed on to these sites and safeguard the quality of the vehicles produced there by implementing a KTM-compliant management system.

3. STAKEHOLDER DIALOG – STRATEGIC MEMBERSHIPS

EUROPEAN ASSOCIATION OF MOTORCYCLE MANUFACTURERS (ACEM)

The European Association of Motorcycle Manufacturers (ACEM) represents the manufacturers of mopeds, motorcycles, tricycles and quadricycles (L-category vehicles) in Europe. ACEM members include 18 manufacturing companies and 17 national industry associations. Around 400,000 jobs depend on the motorcycle sector in Europe and the United Kingdom. This is why the association works closely with the EU institutions and with many stakeholders from different policy areas. The topics range from the European approval of L-category vehicles in relation to environmental legislation, road safety and transport policy through to international trade relations. In addition to road safety and mobility, ACEM is also heavily involved with the environmental performance of L-category vehicles and promotes the shift toward more sustainable transport in Europe. For this reason, it makes a significant contribution to driving forward regulatory activities and lobbying for the introduction of new environmental standards, such as recently with the implementation of the Euro 6 exhaust gas regulation.

PIERER Mobility CEO Stefan Pierer has been supporting ACEM as Vice-President since June 2022. Prior to that, he spent five years as President of the organization. During his term in office, the mobility and industrial ecosystem in Europe was undergoing a period of rapid and significant change. To ensure that motorcycle manufacturers could also adapt to the new challenges, key activities were championed during his presidency and a decarbonization strategy for Powered Two-Wheelers (PTWs) by 2050 was devised. At the annual conference in December 2022, the “Vision of a carbon-neutral motorcycle industry” was presented as one of the key pillars of the “ACEM Vision 2030+”, which outlines the framework for a competitive, sustainable motorcycle industry that embraces new technology in the years ahead.

2 https://acem.eu/acem/members
3 Further information can be found at https://www.acem.eu/the-european-association-of-motorcycle-manufacturers-elects-new-senior-management-team
4 Further information can be found at https://acem.eu/vision2030
FAIR AND RESPONSIBLE PRODUCT MARKETING

The PIERER Mobility Group is also committed in its marketing activities to comply with the ACEM Promotion & Advertising Guidelines\(^5\) and the European Road Safety Principle. This principle includes the following topics:

- **Safety-related advertising content for powered two-wheelers:** all riders and passengers shown in a riding position must always be wearing a certified helmet and be shown complying with the relevant road safety regulations. Where appropriate, the advertising must indicate that the images were taken on a race track or closed road with a professional rider.
- Communicating safety-enhancing features.
- Communicating dealer training programs: Developing training programs in conjunction with authorized dealers is another way to effectively and consistently highlight the importance of safe riding right across the market.
- Media information: For all press presentations, manufacturers commit to inform and issue journalists with the ACEM Promotion & Advertising Guidelines.

The PIERER Mobility Group has voluntarily committed to this principle since 2007, and ACEM verifies that this is being complied with through annual monitoring. In addition, the PIERER Mobility Group pledges to comply with the Federal Law against Unfair Competition\(^6\), which prohibits, among other things, false and/or subjectively misinterpretable advertising statements, aggressive and misleading advertising.

Further information can be found in the following ACEM documents:

- Transport Sustainability and Noise Emissions\(^7\);
- Commitments of the Motorcycle Industry to the Environment\(^8\);
- Strategy for Decarbonization of Transport – Powered Two-Wheelers (PTWs) in 2050\(^9\).

EUROPEAN GREEN VEHICLES INITIATIVE ASSOCIATION (EGVIA)

KTM is also involved as a member in the activities of EGVIA, an association involved in the “European Green Vehicles Initiative PPP”\(^10\) together with the European Commission to represent the private sector side of the partnership. The aim of this initiative is to provide environmentally friendly vehicles and mobility system solutions for the future to meet the social, ecological and economic challenges of future mobility. With its product developments, the PIERER Mobility Group makes an important contribution to the development of roadmaps in the fields of safety, automation, decarbonization and electric mobility. Furthermore, the PIERER Mobility Group participates in and supports various EU research projects.

CONNECTED MOTORCYCLE CONSORTIUM

KTM AG is a member of the Connected Motorcycle Consortium whose primary mission is to promote the timely and widespread use of C-ITS (Connected Intelligent Transport System) through collaboration between the leading companies in the motorcycle industry. The activities in the 2023 financial year are explained in the 2023 Sustainability Report in the “Social sustainability aspects – consumers and end users” chapter.

E-CALL – “SAFE” PROJECT

Promoting participation in transnational standardization activities to define the minimum requirements for the integration of the automated emergency call system E-Call, which is already established in the automotive segment.

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\(^10\) EGVIAfor2Zero – Promoting green vehicles and mobility system solutions in Europe: https://www.2zeroemission.eu/
EUROPEAN MOTORCYCLE TRAINING QUALITY LABEL

The European Motorcycle Training Quality Label was launched in 2016. The program is championed by the European Association of Motorcycle Manufacturers (ACEM), the German Road Safety Council (DVR), and the International Motorcycling Federation (FIM). It is a voluntary certification system for motorcycle safety training programs after a rider has acquired a license that is available to all training centers. The main aim of this program is to enable motorcyclists to find the best post-license training facilities in Europe. In 2019, the Quality Label received the European Road Safety Charter Award from the European Commission in the “Voluntary Commitments” category. This award recognizes those initiatives that help to improve road safety and save lives on Europe’s roads. Since its launch, training programs in eleven countries have been certified with the European Quality Label, including five motorcycle training courses at the KTM Riders Academy. Since 2020, about 230 group training sessions have been conducted by the KTM Riders Academy. There were around 400 training participants in the actual year under review. In a multi-year project, the development of standard training courses for certified training programs commenced in 2022. In the 2023 year under review, the KTM Riders Academy received the approval to carry out officially recognized rider teacher training courses in Upper Bavaria/Germany. The first training course was carried out in October 2023.

UNECE

Environment: Continuation of activities within the United Nations Economic Commission for Europe (UNECE) in the field of Environmental and Propulsion Performance Requirements for Internal Combustion Engine PTWs (EPPR).

Safety: Continuation of activities within the UNECE regarding safety regulations in the PTW segment, such as brakes, lighting, etc. In addition, in the area of safety, manufacturers are focusing in particular on rider assistance systems.

Rider assistance systems for motorcycles can help to prevent accidents. They help to reduce collisions by supporting the rider in critical situations. At the same time, they also make the ride more fun and comfortable. Relevant examples are:

- Traction Control Systems (TCS), Tire Pressure Monitoring Systems (TPMS), electronically adjustable suspension, electronic cruise control, shift assist, fuel-saving assist, proximity activation systems (i.e. keyless driving systems), in-vehicle navigation systems, adjustable ride mode, side view assist, automatic stability control, etc.

Many advanced rider assistance systems were originally developed for cars. However, they can potentially be dangerous if they are used on motorcycles without being appropriately adjusted. For this reason, ACEM members are working on specific technical solutions for rider assistance technologies.

Systems have already been developed by KTM AG and installed in production motorcycles since 2021, offering adaptive cruise control, forward collision warning and even blind spot detection, all of which can help to increase the level of safety for motorcyclists. The technology on which these systems are based is a combination of radar sensor, brake system, engine management system and HMI (Human Machine Interface).

EFUEL ALLIANCE AUSTRIA

KTM R&E GmbH is a founding member of eFuel Alliance Austria. The alliance, which was formed at the end of 2021, is a cross-industry interest group that advocates the industrial production of synthetic liquid fuels from renewable energy sources. It began its work in the 2022 reporting year. It is open to all organizations and interested parties that share the goal of establishing and promoting e-fuels as a way of contributing to climate protection and helping them to become widely used around the world. In January 2022, the committee members were elected. The PIERER Mobility Group is actively involved in the work of the alliance through Helfried Sorger, Vice President Powertrain at Pierer Industrie AG, who is Deputy Chairman of the Governing Board (appointed until November 2024), and Pit Beirer, KTM Motorsport Director, who is member of the Sounding Board (appointed for an unlimited period).

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12 https://motorcycle-training-label.eu/motorcyclists/
13 UNECE: United Nations Economic Commission for Europe
14 Other founding members: Tank Roth GmbH, Adamol Mineralölhandelsgesellschaft m.b.H., Gutmann GesmbH, Raiffeisen Ware AG, Julius Stiglechner GmbH, Doppler BeteiligungsGmbH, Flughafen Wien AG
15 https://www.efuel-alliance.at/initiative/
16 https://www.efuel-alliance.at/innovation/
The eFuel Alliance Austria has set itself the goal of promoting and stepping up the production of synthetic liquid fuels. It therefore actively promotes the advantages and benefits of e-fuels to politicians and authorities, to industry and the wider public, to the scientific community and the media, and proactively contributes to decision-making processes and debates. As a representative body with a wealth of expertise, it brings together and reinforces the common interests of its now 112 members in all matters relating to this subject, which is so important for the future. In its first year of operation in 2022, the focus of its activities was primarily promoting public discourse and actively engaging in public relations surrounding this issue. In the working year 2023, the overarching strategic goal was to anchor e-fuels as a proactive, positive topic in political decision-making bodies in Europe and Austria. Good progress was made both at the EU level – in close cooperation with the eFuel Alliance Germany – and at the national level:

- At EU level, the total ban on internal combustion vehicles has been relaxed; green internal combustion engines can also be registered after 2035.
- In the plenary session, a majority for equal treatment of all fuels was achieved for the first time in the form of a mandate to the European Commission.
- E-fuels are recognized in the Zero Emission Industry Act.
- The Transport Committee of the European Parliament votes in favor of taking alternative measures into account when regulating trucking.
- The climate commissioner speaks out in favor of technological diversity.
- In Austria, after the car summit, the Chancellor spoke out in favor of "green combustion engines" and against mandatory electric cars. With e-fuels, the climate goals could be achieved in a socially responsible, locally compatible and, above all, faster way. E-mobility and e-fuels complement each other and together enable a significant reduction of CO₂.

In addition to the 2nd International Congress EKKON, at which KTM, as an award sponsor, provided an incentive for outstanding research work on innovative, climate-neutral energy sources and their use, a first comprehensive study on e-fuels by the International Energy Agency IEA was completed in 2023. It found that e-fuels could be competitive with biofuels by 2030. A 10% share of e-fuels in aviation and shipping in 2030 could save 180 to 235 million tons of CO₂ worldwide. The "e-petrol" produced as a by-product of e-kerosene production could meet only 1% (about 90 million barrels) of the estimated global demand for 2030, but clearly ambitious targets could be achieved through blending mandates, tax exemptions and further research.

**SWAPPABLE BATTERIES MOTORCYCLE CONSORTIUM (SBMC)**

The SBMC, which was founded in September 2021 by four motorcycle manufacturers (KTM F&E GmbH, Honda, Piaggio, and Yamaha), has already grown to 30 members. Its goal is to ensure that swappable batteries are fully interoperable so that they can be used easily around the world, thus promoting sustainable mobility. The consortium’s vision, strategy and approach have been defined by its members, committees and working groups. A series of relevant technical specifications was agreed, and the SBMC’s workflows for prototyping and international standardization (e.g., CEN, ISO) were launched. Strategic positions were also adopted, including SBMC formally joining CEN-CENELEC and becoming a member of CEN-TC301 and CEN-CENELEC JTC-13.

The SBMC is well on track to achieve its goals as planned, and can draw upon expertise that is available globally and will enable it to overcome the technical challenges of developing systems that are interconnected and compatible.

The experts from KTM F&E GmbH expect that the international standardization envisaged in the scope of the project will create a market for this battery system which will allow it to meet the expectations of customers regarding range, "charging time" (limited to the time needed to swap the batteries), and costs, and in which positive business cases can be presented for each of the manufacturers (vehicle, battery, charging/swap stations). The consortium members are thus making a significant contribution to the wider spread of electric propulsion in light 2-, 3- and 4-wheeled vehicles with a focus on applications over shorter distances (e.g., daily distances of <100 km).

**FEDERATION OF UPPER AUSTRIAN INDUSTRY**

During the course of the 2022 Ordinary General Meeting, the Executive Board and the executive committee of the Federation of Upper Austrian Industry (Industriellenvereinigung Oberösterreich) were reappointed for the 2022 - 2025 term of office. Stefan Pierer was chosen as the new President. The Federation of Upper Austrian Industry is a voluntary, politically impartial interest group whose officials are volunteers. It encompasses approximately 450 companies with around 150,000 employees. They are some of the leading businesses in the Upper Austrian economy. People are facing the current crises and challenges with a great willingness to work hard. At the same time, the labor market is undergoing profound change and the demands placed on a modern workplace are changing. At a time when skilled workers are in short supply, it is...
Electric mobility bonus for single-track vehicles: When it comes to electric mobility, two-wheelers provide a vital ecological impetus. One measure which Arge2Rad strongly advocates is the electric mobility bonus. The continuation of the new support system for mopeds, scooters and motorcycles was agreed again in 2023 between the importers of Arge2Rad and the Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology. Compared to other European countries, Austria is right at the top with more than 27 % of all mopeds being electric. Around ten new models are added every year. In the coming year, the electric mobility bonus for single-track motorized vehicles will not only continue, but will also be increased.

**ARGE2RAD**

Arge2Rad is the association of the Austrian two-wheeler industry. Its activities focus on shifting perceptions in order to make motorcycling even more attractive by making access to powered two-wheelers easier and also safer. In cooperation with several partners – among them the Austrian mobility clubs, the driving schools, the Chamber of Commerce, the media, the police and various ministries – Arge2Rad has already managed to achieve a great deal. Hubert Trunkenpolz, a member of the Executive Board of KTM AG, acts as President of Arge2Rad which focuses on the following key priorities:

- Stable market development of powered two-wheelers,
- Reduction of CO₂ and noise emissions,
- Traffic regulations and road safety initiatives,
- Organization of test days and trade fairs.

**BICYCLE INDUSTRY ASSOCIATION (ZIV)**

PIERER New Mobility GmbH is a member of the Bicycle Industry Association (ZIV) in Germany. By actively participating in various Austrian working groups, the members of the association are able to exert significant influence on standards and the legal framework in the two-wheeler sector. ZIV represents the interests of its members in national and international bodies and, as a member of the European umbrella organization CONEBI, also champions their cause at EU level.

### 4. DIGITAL TRANSFORMATION

**ACTIVITIES / PIERER INNOVATION**

**RANGE PREDICTION FOR ELECTRIC VEHICLES**

The Data Science & Business Modeling team has set itself the goal of developing sustainable business models and services for electric vehicles. Using a hybrid model approach that takes account of both physical and data-based factors, the influence of driving behavior and external conditions on the energy consumption and remaining range of electric vehicles was analyzed. To do this, the team has set up a data pipeline that adds external data to test data and classifies various driving scenarios. This data has been used to train a model to allow the energy consumption for different driving profiles and situations to be predicted. Optimizing and expanding the range calculations for e-bicycles and e-motorcycles were important drivers of this. As range anxiety has proved to be a major obstacle to widespread acceptance and use of electric vehicles, the group continued to work very hard during the 2023 financial year to develop an individual, dynamic range forecast which, as well as considering driving style, also takes account of the environmental variables (such as topography). This is intended firstly to help users make decisions about route planning and charge management, and secondly to improve the existing range calculation.

The level of development will depend on the quantity and quality of the data. At the moment, there is not much data available covering journeys within a local radius through to the depletion of the battery. This is because not many two-wheelers are connected to each other, which means there is not much information showing, for example, what impact stop-and-go traffic or trips on the freeway can have on the remaining range of the electric motorcycles that PIERER Mobility sells. Generating significant data is therefore a top priority for providing a comprehensive understanding of the factors that influence the energy consumption and the range of different riding models.

A number of vehicle components in this area are also still in an early product phase and are still undergoing active change management in order to optimize performance and functionality. This dynamic factor means it is difficult to build up a consistent structure between different measurements, and this limits the extent to which they can be compared.

Manual test runs in urban settings and on freeways are not really feasible or are impossible to perform at the present time. In order to generate more data, simulations of different scenarios should be started. This will require a performance test bench that enables extensive tests to be carried out. Work is currently underway to set up this kind of internal test bench.
5. CUSTOMER SERVICE ACTIVITIES

TRAINING FOR 2-WHEEL MECHANICS

The measures implemented last year to improve access to the KTM service world were continued during this reporting year. The new dealers and technicians received specific training to teach them how to handle products, technologies, systems and processes efficiently and correctly.

In the reporting year, a total of 83 (+2 % year-on-year) face-to-face training sessions took place, some of them simultaneously, with a total of 235.5 (+22 % year-on-year) days of training. In addition, 55 new courses were added to the online learning platform. No fewer than 557 (+19 % year-on-year) participants from 60 countries received “hands-on” training on site. In 2023, 892 new bronze-level technicians were added to the dealer network, meaning that 82 % of dealers now employ a technician at this level in their workshop. The number of online training sessions completed was 54,466 (-21 % YoY) by 4,325 users from 1,746 dealers. This decline is because the percentage of suppliers at the bronze level is already high. A number of efficiency and content improvement measures were implemented during the year, notably:

- An AI avatar presents online technical training videos in up to seven languages, with Chinese and Japanese newly added. The use of spoken language instead of subtitles allows the participant to focus on the content rather than the translation. The time required for the final production of a training video is reduced to just a few hours.
- The e-Academy’s iOS and Android apps have been improved so that technicians can now complete 100 % of all content and testing on their mobile devices.

MEASURING DEALER AND WORKSHOP PERFORMANCE FOR MAIN SALES MARKETS IN EUROPE

In 2021, the workshop evaluation was introduced as a requirement for the dealership to receive a bonus. This continued in the year under review and is an important management tool for ensuring the workshop quality of the dealership and therefore that customers are satisfied with the service they receive.

The workshop evaluation focused on four different areas, all of which must be met:

- Level of training and qualification of mechanics
- Equipping of the workshop with special tools
- Minimum fulfillment rate for two selected KPIs
- Fulfillment of two individual targets defined by the respective colleagues responsible for the market for each specialist workshop

Six different KPIs act as key points for measuring workshop performance in a quantifiable way. They are an important management tool for identifying trends at an early stage and also for being able to measure any project successes. The KPIs cover the following priorities:

- Service quality
- Implementation of market campaigns
- Customer retention

Well-prepared support is the key to satisfied and above all loyal customers. Customer expectations have changed dramatically in recent years due to digitalization. To meet these expectations, customer service activities for all brands will continue to be expanded in 2024.
6. SOCIAL COMMITMENTS

Everything that the PIERER Mobility Group does has an impact on society and the environment – and in this respect the group is seeking to help create a positive future and to contribute beyond its activities as a business. As a company that operates internationally and as a manufacturer of renowned two-wheeler brands for individual transport and motorsport, the PIERER Mobility Group is committed to a wide range of different causes. It supports and promotes a variety of initiatives and projects – and is always on the lookout for new, meaningful partnerships. In doing this, it pursues a strong regional approach. At its production sites and other company sites, it is also a part of the local community and is involved in various areas such as education, employment, youth work, social affairs and, in particular, health, which accounts for the biggest share. Responsibility rests with the respective local general managers/divisional heads who represent the group in the region.

Below you will find an excerpt of the projects and initiatives supported by the PIERER Mobility Group (an extended overview of important memberships can be found on the group’s website under “Memberships and Cooperations”): 17

RUNNING FOR RESEARCH AND OUR OWN HEALTH

For many years now, KTM AG has been supporting the organization “Wings for Life”, a non-profit, state-recognized foundation for spinal cord research, which has set itself the goal of finding a cure for paraplegia. With the help of donations, promising research projects and clinical studies to heal the injured spinal cord are supported around the world (in 2023 with a contribution of around € 120,000). The organization is also close to the hearts of many employees and so many respond to the call to participate in the “KTM Global Run 4 Wings for Life”.

In 2023, around 530 employees from six nations entered and spent a week collecting kilometers by either running or walking in order to benefit their health but also for a good cause. Each of the 20,412 kilometers covered in total represents one euro and was subsequently donated to KTM’s Wings for Life Foundation (€ 20,412). In the fall of 2023, another sporting highlight was seeing 360 employees participate in the Salzburg Business Run. With 120 teams of three, KTM was the employer with the most entrants.

NETWORKING TO TACKLE THE SHORTAGE OF SKILLED WORKERS AND SUPPORT NEW AREAS OF ACTION

In an ongoing cooperation, the company works together with universities (Johannes Kepler University Linz, ...) and universities of applied sciences (HTL Leonding, HTL Grieskirchen) on topics such as sustainability and the shortage of skilled workers. The aim is to establish an open network to exchange experiences and get to know potential future employees. At the same time, the people responsible in the personnel affairs department identify the areas where action is needed and how measures can be implemented by working together. Specific examples of projects include cooperation with universities and colleges at job fairs, assignments to perform technical tasks and the awarding of internships and diploma theses.

KTM AG also maintains various cooperative arrangements with Formula Student teams in the form of technical support and/or sponsorship in order to recruit the skilled workers of the future. The primary focus for supporting sustainability in the region is on working with the neighboring communities of Mattighofen, Munderfing, Schalchen, and Linz for example by utilizing facilities for training courses and sessions or also our company’s own toddler groups in Mattighofen and Munderfing.

There is close cooperation with the University of Leoben and in particular with its Delta Academy. This is additional business training for students at the University of Leoben in cooperation with the University of St. Gallen – in 2023 the program received 20,000 euros of support from KTM AG as well as funding from other renowned partner companies. Stefan Pierer was one of the co-founders of this program. Up to 24 students are selected for it each year in a steering committee. The program lasts for 15 months and is entirely part-time. The students work in small groups and oversee a company project over a longer period of time. Once a year, they take part in the “KTM Day” in Mattighofen, during which they can tour the company and attend a series of specialist presentations given by the members of the Executive Board and general managers. This is followed by open panel discussions and talks with the Executive Board (with around 50 participants in 2023). Project work is also already being planned at KTM AG for 2024.

Avocodo GmbH is a long-standing partner of the University of Applied Sciences Upper Austria and maintains a close link with the Hagenberg Campus. The company regularly offers employment and internships for graduates. Avocodo GmbH is also the main sponsor of the support association for the technical college courses in Hagenberg – University of Applied Sciences Upper Austria.

Since March 2023, an agreement has been in place with Avocodo GmbH to sponsor a laboratory on the campus. This is valid for five years. The cooperation with the University of Applied Sciences in Hagenberg enables close engagement between the company and the next generation of talented IT specialists. With the work space in Hagenberg, Avocodo GmbH presents itself as an attractive employer that is located very close to the students and offers them flexible working conditions. By taking these measures, Avocodo is safeguarding the quality and future viability of its IT services. Avocodo promotes talented young IT workers and offers apprenticeships in application development – coding and systems engineering. When it comes to training apprentices, Avocodo relies on the innovative Dual Academy training concept that combines theory and practice. Avocodo also participates in the Job-Related Qualification Scheme (AQUA) that is supported by the Upper Austrian Labor Market Service and the state of Upper Austria. Avocodo is stepping up its collaboration with HTL Leonding and in the fall of 2023 it agreed to sponsor class 1BHITM in the branch of “IT media technology”. Avocodo will accompany and support the students from the first class through to when they leave high school. They will benefit from a number of activities and specialist incentives that are organized and implemented by Avocodo. The sponsorship of a class provides one example of Avocodo’s commitment to IT education and support in the region.

**VOCATIONAL PROMOTION – POSITIVELY SUPPORTING THE LABOR MARKET**

KTM AG is part of the regional advisory board at the Austrian AMS labor market service in Braunau, the public service company for job seekers. This is referred to as the AMS administrative body and consists of representatives of employees and employers as well as of the AMS. The aim of the advisory board is to decide on principles of labor market policy and to adopt measures to meet the current needs of the labor market. One area of key focus is to implement actions to counter the shortage of skilled workers. With this advisory board role, KTM AG or the group has the opportunity to have a positive impact on the difficult situation with skilled workers.

**INNOVATION LAB – WORKSHOPS FOR CHILDREN AND YOUNGSTERS**

At KTM AG, technology and innovation are always paramount. It is important to provide the young target audience with an understanding of the technical areas the company is engaged in. Learning the basics of electrical engineering and digital design in a playful way is the focus of the workshops that children and youngsters can attend in the ‘Innovation Lab’ in the KTM Motohall. A solid educational concept serves as a basis and acts as a guide for the workshop supervisors. The motto is “Learning by doing”. All the attendees need to bring along is their creativity – they learn the rest in a playful way, e.g., by soldering or doodling. In design workshops, the youngsters are taught how 3D scanners and 3D printers work, they design their own motorcycles on the design board and then cut them out on the laser cutter.

**Youth development program – supporting young talent in sport**

The past four YOUNG FIGHTERZ seasons have already demonstrated that KTM is committed to promoting young talent. The promotion of young motorsport talent remains an important topic. Austria’s young riders in the 85cc class are referred to as YOUNG FIGHTERZ. All riders, regardless of which make, or whether a license holder or amateur rider, are eligible to participate. Following the great success of the 85cc training camps in previous years, the YOUNG FIGHTERZ training series was extended last year to include two camps for riders in the 65cc class, the MINI FIGHTERZ. The training camps take place at venues offering the best training and development opportunities. Local Enduro greats help the youngsters to develop their cross-country skills. This gives young talented riders the opportunity to share their experiences with heroes and role models from the national motorsport scene and to get tips from the pros. Since the 2022 season, there has also been the E-MINI ACADEMY, which offers free camps for children to ride E-Mini motocross motorcycles from KTM. This allows children to learn to ride motocross in a fun way at a young age.

**AUSTRIAN JUNIOR CUP – GIVING YOUNG PEOPLE SPORTING OPPORTUNITIES**

Together with the ÖAMTC, the Austrian Automobile, Motorcycle and Touring Club, KTM AG supported the Austrian Junior Cup (AJC) 2023. In the year under review, a total of 30 young people took part in two rider competitions (160 and 190cc class, including wildcard entrants) with the aim of becoming the best world championship riders. With this initiative, KTM AG is very keen to support talented Austrian youngsters and to give them a good foundation and opportunity in this sport.

The Austrian Junior Cup will become more international in 2024 and be renamed the KTM Junior Cup powered by ADAC. The new racing series forms part of the DORNA program “Road to MotoGP” and is intended to enable talented young two-wheeler riders in German-speaking countries to make the step into professional motorsport.

**DONATION TO MATTIGHOFEN SPECIAL SCHOOL**

To mark carnival season, all KTM AG employees receive free carnival donuts that are provided by the works council. The proceeds from this initiative are donated to social causes. In the 2023 reporting year, €3,000 was handed over to Mattighofen special school, which used the money to construct a new equipment shed.
**LEARNING CAFÉ**

In March 2022, the first Caritas Learning Café in Mattighofen started work. It is supported financially by KTM AG along with other partner companies – and in 2023 received € 20,000. The Caritas Learning Cafés offer children and young people aged between 6 and 15 from socially disadvantaged families free support with learning and afternoon childcare. They help them to prepare for school exams or studying. In a very encouraging atmosphere and in the community, the staff at the Caritas Learning Cafés manage to get the children to take real delight in learning new things, even though their own personal situations may be challenging. Supporting children and young people and giving them a good start in life and in the world of work really matters to KTM. The company regards itself as having a responsibility to do this.

**SCHOOL AND CLUB SPONSORSHIP – CREATING A POSITIVE LOCAL IMPACT**

The group is well aware that schools, colleges, clubs and associations help to support society and are also essential for people’s social life. This is why, in the past financial year, it once again supported various projects and activities with donations in kind as well as monetary donations amounting to around € 62,000.

**7. WORKING CONDITIONS AND PROMOTING DIVERSITY**

**ONBOARDING**

- **Employees recruit employees**: The “Employees recruit employees” initiative also continued in 2023. Compared to 2022, the referral rate increased by around 17.4 % in 2023.

- **Best Recruiters**: Best Recruiters is the largest independent recruitment study in German-speaking countries. By consistently taking account of the recommendations made in the previous assessment period, KTM AG was once again able to win the industry’s Best Recruiter Award for the automotive/motor vehicle sector for the 2023/2024 assessment period.

- **Onboarding process**: To further enhance the quality of onboarding, the first working day was adapted for new employees in 2023. On their first working day, new colleagues are welcomed to the company as part of a welcome day. Employees are shown a presentation chronicling the company’s history, and also given general information and helpful tips to get them started. Finally, they immerse themselves in the brand world and gain an overview of the brands and the associated brand values. Following this general introduction, the new employees are welcomed by their line managers and accompanied to their prepared workplace, where they are given a newly introduced welcome package.

**FLEXIBILITY IN THE WORKING DAY**

- **New workplaces to promote flexibility for employees**: On March 1, 2023, the “PIERER Mobility Workspace Anif” opened with 32 workplaces that can be booked online, several meeting rooms, a project room for project meetings/photo shoots as well as a kitchen with a lounge area and parking spaces all around the workspace. Back in June 2023, the company opened another workspace, the “PIERER Mobility Workspace Vienna”. The rented offices cover an area of approx. 310 m². Just like the Anif workspace, workplaces can be reserved using a booking system. Opening these new workspaces creates more flexibility for employees.

- **New office concept – House of Brands**: A comprehensive process was followed to redesign areas of the House of Brands so they now offer more workstations, meeting rooms and storage facilities. This restructuring included the introduction of a shared-desk system to promote networking among employees and to make the best use of the room structures available.

- **Core hours no longer apply – Central Admin division**: Since the beginning of 2023, a pilot project has been running to test the effect of core hours no longer applying in the “Central Admin” division. Removing the core hours enables employees to adapt their working hours to suit the workload. This allows employees to work much more flexibly.

**INTEGRATION OF INTERNATIONAL EMPLOYEES**

To promote and support the integration of international employees, KTM cooperates with the Lebensraum Innviertel initiative and with Innovation Salzburg GmbH. As part of these cooperation arrangements, international employees are invited to attend information and networking events to help them to integrate in the region and in Austria and also receive support with aspects of daily life.

In addition, in-house German courses are offered to help them acquire and consolidate language skills and overcome language barriers. They are given a pocket guide which includes, for example, legal and tax information, typical Austrian customs, useful information about the health and social system and suggested leisure activities. Every international employee also receives the company’s welcome booklet, which contains all the information that is relevant and may be helpful when they arrive in Austria. Specific points of contact for various issues in each specific region are also suggested. Specific attempts are made to recruit a diverse range of talent.
through partnerships and presentations at international universities and by offering internships. Skilled staff and managers are also sent abroad to ensure that knowledge and experience are exchanged. They also help to establish new sites abroad and in some cases are employed there on a permanent basis.

WORKS COUNCIL & GROUP REPRESENTATIVE BODY

The works council and the group representative body, which has been established since November 2023, ensure that employees’ interests are safeguarded and promoted in the company. In the PIERER Mobility Group, the works council of KTM AG, the works council of KTM F&E GmbH and the works council of KTM Components GmbH represent the workforce at the sites in Mattighofen, Munderfing, Schalchen, Anif, Graz and Wels as well as at the offices in Linz and Vienna. The works council currently consists of 40 employee representatives, two of whom are also members of the Supervisory Board. The works council and the group representative body are actively notified about current developments in the company and involved in decisions. In addition to electing the works council, works meetings can also be held for the purpose of informing employees, for example, about ongoing collective bargaining or other important operational issues (“freedom of association”).

ANNIVERSARIES OF EMPLOYEES WITH MANY YEARS OF SERVICE

Anniversary gifts are handed out by the works council every five years once an employee has completed five years of service with the company. After 25 years of service, the employee in question is honored at an anniversary celebration. After 30 years of service, each employee who is subject to the CA for the motor industry also receives a one-time anniversary bonus in the form of three special days of annual leave.

SUPPORT FOR WOMEN IN STEM PROFESSIONS

KTM AG has already implemented several measures to promote women in STEM professions. Every year, KTM invites girls who are interested to gain an insight into the technical training opportunities offered by the company. During Girl’s Day, they take part in a guided tour of production and, at various stations, they can try out milling key chains, working on engines, carrying out measurements on electrical switchboards, or dismantling entire wheels. The stations are professionally supervised by the company trainers. The number of girls in technical apprenticeships is growing steadily.

8. (FURTHER) TRAINING OF EMPLOYEES

PEOPLE DEVELOPMENT & DIGITAL LEARNING

The People Development & Digital Learning department can be divided up into two areas: KTM_Academy and Production Academy. Both areas offer training face-to-face or in different online formats (e-learning, webinar, videos, etc.). The focus of the KTM_Academy is on providing training and further education for the employees. This is divided into the following four areas: Education, Expert Know-How, Leadership & Management, and Toolbox.

• Education: Support either financially or in the form of paid leave to undertake in-service training (foreman, degree, coaching, etc.) as well as part-time educational leave or leave of absence.

• Expert Know-How: Subject-specific training for individual areas or professional groups, such as negotiation training for buyers, requirements engineering for R&D or payroll accountant course for HR employees

• Leadership & Management: Basic management training for all new managers as well as in-depth training on various aspects of management, a dedicated MBA course, project management

• Toolbox: Training catalog for all employees on general further education topics such as online language courses, communication and presentation training, general briefings, onboarding programs, etc.

The focus of the Production Academy is on providing training and further education for the production employees. In the dedicated training center which has been established, new employees receive specific onboarding training, including safety briefings, a company presentation, motorcycle knowledge and technical training. Existing employees also receive training at individual practice stations on the assembly processes (screwing equipment, wires and socket connectors, etc.). A wide variety of further training courses are offered in the Learning Center, including German courses or management training. Innovations such as augmented reality are used to teach specific learning content.

PEOPLE DEVELOPMENT & DIGITAL LEARNING

KTM_Insights

To make the broad expertise within the group available to more employees, the “KTM_Insights” training campaign has been in operation since 2022. This further training initiative conveys knowledge about different areas of the company such as specialist
expertise, processes, software or programs. The idea is that the knowledge holders, known as KTM_Experts, complete an internal "Train the Trainer" course over two days which then enables them to design their own training courses.

Leadership and Management

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LeadershipNextLevel
To prepare employees for the diverse challenges of management, the KTM_academy has been offering specialist training courses on several different management topics since 2021/2022 through the #LeadershipNextLevel program. After their regular management training, managers have the opportunity to develop their skills further on topics such as "Remote leadership" or "Feedback as an important leadership tool".

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LeadersNET
In order to promote open engagement with each other and networking within the group, the KTM_academy offers get-together events (#LeadersNET) for managers at regular intervals. As well as expanding individual skills, the focus here is on transferring professional knowledge.

Language courses

On an ongoing basis, production employees are able to improve their language skills in German courses offered in-house. The German courses took place within the business directly and were linked to each shift. There are two offers for white-collar employees: First they can complete the digital language courses via the online platform "Babbel", where languages can be learned 1:1, in classroom training courses, but also flexibly at any time with online courses. Employees also have the opportunity to take part in internal language courses. Further information on the "Let's talk German" offers can be found in the Sustainability Report 2023.

KTM APPRENTICE TRAINING

25 apprenticeships:

• Application development - coding
• Operational logistics administrator
• Office clerk
• Dual Academy

• IT & software
• Sales & market – wholesale
• Automotive engineering
• E-commerce administrator
• Electrical engineering (main module: plant and operating technology)
• Purchaser
• Events management assistant
• Finance and accounting assistant
• Industrial purchaser
• Information technology (systems engineering)
• Design engineer (focusing on mechanical engineering technology)
• Automotive engineering (main module: motorcycle engineering)
• Automotive engineering (special module: system electronics)
• Mechatronics (main module: production technology)
• Mechatronics (automation technology - Dual Academy)
• Media specialist and professional photographer
• Metal technology (main module: mechanical engineering technology)
• Metal technology (main module: welding technology)
• Sales & marketing wholesaler
• Shipping administrator
• Forwarding logistics specialist
• Partial qualification in metalworking/operating logistics

RIDER TRAINING COURSES

In the 2023 reporting year, a total of around 240 employees attended the motorcycle training courses offered by the KTM Riders Academy on 34 separate dates. Courses ranged from basic beginner courses to special street training, advanced and refresher courses.
9. OTHER SUSTAINABILITY TOPICS

SUPPORTING THE USED VEHICLE MARKET

The used vehicle market is heavily influenced by knowledge of the condition of vehicles and their components. Sellers want to communicate the good condition of the product and buyers want to validate the statements made about the condition of the product. The data accumulated over the lifetime of a vehicle can be used to support these processes. The Data Science & Business Modeling team is working on analyses and concepts of services that can help market players to create an increased level of trust in transactions and thus possibly prolong the use of vehicles or components. These activities are either still in a concept development phase or are awaiting possible proof-of-concepts that will require the integration of test markets.

A concept for the “2nd Hand Certificate” project, which emphasizes the sustainability of PIERER Mobility products when they are reused, is sufficiently mature that it will be possible to carry out initial tests. A timetable for this is not yet available because it will only be possible to pursue this once basic connectivity has been introduced.

The idea of refurbished e-bicycles has been examined in detail, and a possible way of doing this economically is still being sought and so is not available yet.

QUALITY AWARD & SUPPLY CHAIN FINANCE PROGRAM

Suppliers with above-average performance are presented with a quality award once a year (KTM Supplier Excellence). The quality award is given to those suppliers that have supplied the PIERER Mobility Group in the last 12 months and have not been the cause of any complaints during this time. In addition, criteria covering the level of turnover, supplier assessment and the signing of the quality assurance agreement as well as purchasing terms and conditions must be fulfilled. Furthermore, there must be no justified objection from the quality and purchasing management. In 2023, a total of 39 suppliers received a quality award for the 2022 financial year. In addition, the financial situation of supply partners is assessed at regular intervals and product liability insurance is required. Above a certain purchasing volume, supply partners can be offered the opportunity to participate in the specially developed supply chain finance programs. These programs give supply partners a financing option with attractive terms.

RECOVERY AND RECYCLING OF BATTERIES

KTM pays special attention to the recovery and recycling of lithium-ion batteries. This applies in particular to the traction batteries which are installed in the electric vehicles. This refers to the traction batteries of the KTM FREERIDE E, as well as KTM SX-E and HUSQVARNA Motorcycles EE models, which were introduced to the end customer market from 2014. These batteries are classed as what is known as high-voltage technology due to their high energy content of up to 3.9 kWh and an operating voltage of up to 302.4 volts, depending on the design. They contain up to 360 individual lithium-ion cells and thus a correspondingly large quantity of valuable raw materials whose recovery for reuse is an extremely important factor for increasing electric mobility in the future of individual transport. In order to promote the careful use of these valuable resources, a function was implemented on the dealer communication platforms of the sales companies which the authorized KTM dealer network is obliged to use to register every traction battery that is put onto the market. This is done in the form of a delivery certificate which is to be registered in the system both for traction batteries in the motorcycle and for spare powerpacks. If the traction battery weakens or becomes defective during the product life cycle, it can also be repaired directly by the manufacturer and reused in the motorcycle.

BATTERY DISPOSAL

Another approach is to dispose of batteries in accordance with the current EU regulation. For this purpose, KTM works with the Landbell Group18. Based on the cooperation agreement that has been entered into, the requirements of the DIRECTIVE 2006/66/EC will be implemented more specifically for KTM/Husqvarna/GASGAS motorcycles. As a result of the extended agreement, Landbell also centrally registers all batteries placed on the market with the relevant national authorities (24 countries) for PIERER New Mobility’s electric bicycles. Likewise, the disposal of all types of starter or powerpacks at the end of their life cycle can be handled by the Landbell Group partners in the countries, or the collection of used batteries can be handled directly by the Landbell Group organizations.

18 https://landbell-group.com/
This report has been prepared with the utmost care and the correctness of the data has been checked. Nevertheless, slight differences in the calculations may arise as a result of the summation of rounded amounts and percentages. In addition, typographical and printing errors cannot be ruled out. References to persons such as "employees" or "staff members" are intended to be gender-neutral and, insofar as the contrary appears, this is solely for purposes of legibility. This report and the forward-looking statements it contains were prepared on the basis of all the data and information available at the time of going to press. However, we must point out that various factors may cause the actual results to deviate from the forward-looking statements contained in this report. This report is published in German and English. In the event of ambiguity, the German version shall take precedence.