

START OF INDUSTRIAL PRODUCTION OF MOTORCYCLES

Company Name:
Kronreif – Trunkenpolz – Mattighofen



AUSTRIA SETS A SIGNAL

Kini & KTM are champions!
Heinz Kinigadner becomes a national sports hero as he wins a world championship title in Motocross for Austria for the first time – on an Austrian race bike.

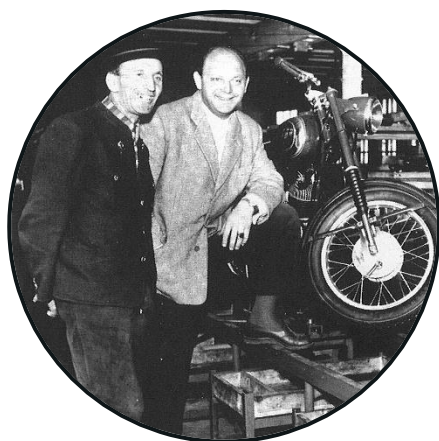
1934

1953

1954

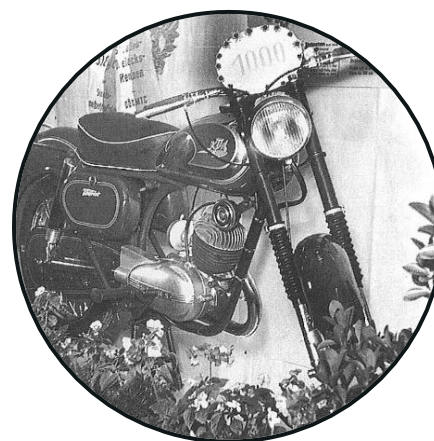
1984

1992



THE EARLY BEGINNINGS

The 25-year-old Hans Trunkenpolz founded a metal and car workshop in Mattighofen. A first approach to the founding of what is later known as KTM.



FIRST PRODUCTION RECORD

A plaque with the magic number "1000" was pinned at the handlebars of the R 125 Tourist – the first production record, followed by many others in the following decades. The success was based on proving to the public the performance and reliability of the motorcycles by successfully contesting a long-distance ride of 1,300 kilometers from Paris to Vienna.



NEW BEGINNINGS

In the beginning of 1992, Stefan Pierer and his Cross Industries company took over KTM and set about not only reviving the Austrian brand founded in 1953, but also taking it to new levels of success.



LC8 – A NEW DIRECTION OF POWER

KTM began researching their first multi-cylinder engine and settled on a 75-degree V-twin.



FIRST DAKAR RALLY VICTORY

Italian Fabrizio Meoni won the Dakar Rally with KTM for the first time in 2001. This is also the cornerstone for a series of 18 victories that continues to this day.

1994

1998

1999

2001

2003



TAKING IT TO THE STREETS

Based on the Enduro model, which is equipped with the successful LC4 engine, KTM unleashed the 620 DUKE and dared to hit the road in 1994.



NEW FACTORY

The new company headquarters was built on the outskirts of Mattighofen. The modern production site offered space for four production lines.



A NEW ADVENTURE

The brand established itself as a serious player in the Travel Enduro market with the arrival of its first multi-cylinder contender – the LC8-powered 950 ADVENTURE.



SMALLER CAPACITIES, BIGGER OPPORTUNITIES

Since 2007, KTM has been cooperating with the Indian Bajaj Group to focus on the joint development of entry-level, 125 to 390 cc street motorcycles. In 2011 the new KTM 125 Duke was launched, the first small capacity naked bike of KTM produced in India – opening up a new successful era of entry-level naked bikes at KTM.



HUSQVARNA MOTORCYCLES

When the KTM GROUP acquired the Husqvarna license in early 2013, it was reunited with Husaberg and relaunched as the newly revived 'Husqvarna Motorcycles' brand. 2014 was the first complete business year for the “reborn” Husqvarna Motorcycles. In November 2014 Husqvarna Motorcycles unveiled the VITPILEN 401 and SVARTPILEN 401 concept bikes at the EICMA international motorcycle exhibition, boldly announcing their imminent return to street motorcycle production.



2008

2011

2013

2014

2015

KTM 1190 RC8 & X-BOW

The arrival of KTM's Superbike RC8 tore-up the rulebook in terms of design and handling performance.

The presentation of the KTM X-BOW underlined KTM's philosophy – translating the brand's core values even onto four wheels.



NEW STANDARDS IN SAFETY

In cooperation with BOSCH, KTM developed the MSC (Motorcycle Stability Control) and therewith is the first brand worldwide to present an ABS that works even while cornering at deep lean angles.



KTM GOES ELECTRIC

With the release of the innovative KTM Freeride E-SX, E-XC and E-SM in 2015, the leader of offroad motorcycling has also set new standards for electric motorcycles. Even without the power of internal combustion engines, these bikes consistently follow the READY TO RACE mantra, offering quality components and top performance all round.



NEW ENDURO TECHNOLOGY

KTM presented the revolutionary world's first 2-stroke fuel injection Enduro machines.



INTEGRATION OF WP

Integration of WP into KTM AG to fully exploit synergies.



VITPILEN & SVARTPILEN

As part of the new, innovative street model range, the VITPILEN 401, VITPILEN 701 and the SVARTPILEN 401 paved the way to an extremely successful future for the Husqvarna Motorcycles brand in the street sector. In addition, the SVARPILEN 701 concept bike was presented as a progressive and iconic example of the timeless motorcycling culture

2016

2017



MOTOGP™ DEBUT

First presence of the KTM MotoGP™ machine at the Red Bull Ring in Spielberg.

ENTRY MOTOGP™ CLASS

KTM entered the premier MotoGP category with the newly developed KTM RC16 in 2017 and has since been developing its machine in an arena that demands the highest technical know-how..



FOUNDATION OF PEXCO

Stefan Pierer founds PEXCO together with Susanne and Felix Puello.



KTM 790 DUKE

KTM presented its all-new, production ready KTM 790 DUKE along with a KTM 790 ADVENTURE R prototype, hinting how KTM's model line-up would further expand, thanks to a completely new engine generation with its 799cc LC8 parallel twin powerplant.



790 ADVENTURE / R

KTM took the covers off five new models at the EICMA show: the eagerly anticipated KTM 790 ADVENTURE and KTM 790 ADVENTURE R, the LC4-driven KTM 690 SMC R and KTM 690 ENDURO R as well as the KTM SX-E 5, an electric sportminicycle.



MOTOGP™: FIRST PODIUM

A successful year is concluded with the KTM RC16's first podium finish that Pol Espargaró achieved at the season's final race in Valencia.



R RAYMON

R Raymon released their first model range in 2018 and demonstrates how great biking can be made accessible to everyone, without any compromise.

R RAYMON

2018



E-MOBILITY

Drawing on their rich history in top-level motocross competition, in 2018 Husqvarna Motorcycles took a bold new step into the fast-paced world of e-mobility with the launch of their EE 5 electric mini MX racer.



PIONEERING VISION

Taking further steps towards fulfilling their pioneering vision of street motorcycling, in 2018 Husqvarna Motorcycles unveiled the production SVARTPILEN 701 machine together with the VITPILEN 701 AERO concept model.



Husqvarna®
E-BICYCLES

HUSQVARNA E-BICYCLES

In 2018, Husqvarna E-Bicycles launched its first limited portfolio, which was expanded to a full line-up in 2019. Conceived to introduce new possibilities and experiences within E-Mobility, Husqvarna E-Bicycles has set innovation as its status quo.



18th CONSECUTIVE RALLY DAKAR VICTORY

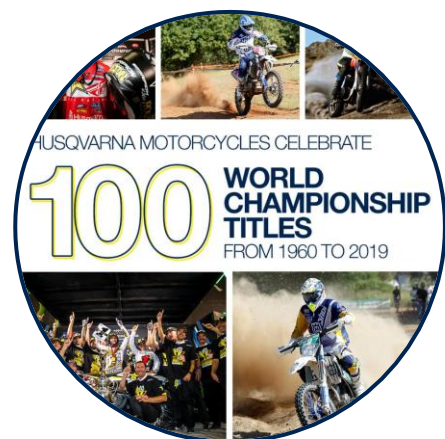
KTM's speed and reliability in arguably the hardest offroad race of them all – the Dakar Rally – has led to a record 18 consecutive victories thanks to eight different individuals.



KTM MOTOHALL OPENING

The KTM Motohall, located in Mattighofen, just a few meters away from the very first factory. Spread over three floors and 2,600 m², the state-of-the-art exhibition allows enthusiasts to experience the world of KTM up close.

2019



100 WORLD CHAMPIONSHIP TITLES (1960-2019)

59 years after the brand's first world championship success, Husqvarna Motorcycles celebrate 100 world titles in 2019 – 58 rider and 42 manufacturer titles earned across six different motorcycle disciplines.



THE BEAST

At the EICMA motorcycle fair in Milan, KTM unveiled three brand new models: the KTM 1290 SUPER DUKE R, the KTM 890 DUKE R and the KTM 390 ADVENTURE.



NORDEN 901 CONCEPT

A dynamic and versatile long-distance exploration concept, infused with the distinct Husqvarna Motorcycles offroad flavor, balanced by accessibility and comfort to suit the modern traveler, was shown to the public.



MotoGP™: FIRST KTM VICTORY

Sensational MotoGP™ victory for KTM as Brad Binder made history in Brno, Czech Republic in just his third outing in the premier class, marking a major milestone for Red Bull KTM.



GASGAS

GASGAS joined PIERER Mobility AG as the third brand in the offroad segment (trial segment). Building upon its strong heritage and expertise in the offroad disciplines, while enjoying the added benefit and credibility of the Group's proven performance basis, dealer network, and distribution platform, the brand launched its full offroad line-up with no less than 19 brand new models including enduro, motocross, cross country and trial. Each one purpose built to excel and with an incredibly vibrant appearance.

2020



STRENGTHENED COOPERATION WITH CF MOTO

The joint venture with CFMOTO was further strengthened to serve the increasing market demand primarily in China and globally, by producing the new mid-class series (750 cc) in the newly built factory of the Chinese joint venture in Hangzhou



E-MOBILITY IS BOOMING

The year 2020 delivered an extra boost to the (e-)bike business. The demand for bikes and e-bikes has risen as the COVID-19 pandemic has significantly altered customers' demands individual transport and sport. The e-mobility division of PIERER Mobility AG, operating under PIERER E-Bikes GmbH since mid-2020, reported a +33.5% increase in unit sales.



MARKET EXPANSION & MOTORSPORT SUCCESS

Husqvarna Motorcycles became available in India, Southeast Asia and Latin America, launching into these markets with a collection of 200 cc and 250 cc street motorcycles in a bid to bolster sales and further grow the brand. 2020 was very successful in racing, where Billy Bolt secured the SuperEnduro World title, Zach Osborne became the AMA 450MX Pro Motocross champion and Romano Fenati made history in road racing by winning the Moto3™ race in San Marino.

ELECTRIC BALANCE BIKES

With the introduction of a range of electric balance bikes – available in two sizes for KTM, Husqvarna and GASGAS – the company opened the door to a world of two-wheel fun, as children as young as four can safely be introduced to riding.



A NEW ERA OF TECHNOLOGY

Invigorating the Adventure motorcycle segment with the release of its over-1000cc ADVENTURE models for the past eight years, KTM has taken full advantage of the development feedback to introduce a new era of rider-focused design and ground-breaking technology with the 2021 KTM 1290 SUPER ADVENTURE S.



JOINT VENTURE WITH MAXCOM

PIERER Mobility AG and Maxcom Ltd. formed a joint venture for expansion of the bicycle and E-Bike production capacity in Europe with a total investment volume of EUR 90 million. A state-of-the-art e-bike production facility is being built on an area of 130,000 m². The annual production capacity will be around 350,000 pieces.



FELT

PIERER Mobility AG acquired FELT Bicycles and entered the North American bicycle market.

2021

GASGAS BICYCLES E-MTB LINE-UP

GASGAS announced the arrival of its Enduro Cross, Trail Cross, Cross Country and Dual Cross eMTB bicycles. The launch of 11 pedal-assist mountain bikes drew on the brand's technical know-how, experience and passion, forming a range of bikes for all tastes, allowing riders to hit the trails and seek fun and adventure.



NEW E-MOBILITY RESEARCH & DEVELOPMENT CENTER

PIERER Mobility AG invested €20M in a dedicated 20,000 square meter e-mobility competence center. This cutting-edge facility became home to 400 employees and was situated alongside the innovative KISKA design studio in Anif, Salzburg, Austria.



TWO MORE MOTOGP™ GRAND PRIX WINS & DOMINATION FOR THE KTM GP ACADEMY IN MOTO3™ & MOTO2™

2021 was KTM's fifth year on the MotoGP grid, with the Red Bull KTM Factory Racing and the Tech3 KTM Factory Racing teams. Brad Binder increased his tally of triumphs to two and Miguel Oliveira now has three Grand Prix wins with KTM. The Red Bull KTM Ajo team were rampant in both Moto3 and Moto2 as the KTM GP Academy witnessed Grand Prix spoils for four different riders and the fifth Moto3 world championship since 2012 with star rookie Pedro Acosta blitzing the field. Remy Gardner became the first Australian Moto2 World Champion after a close duel with teammate Raul Fernandez as both Ajo racers finished 1st-2nd seven times from 18 rounds and set new milestones in the division through 13 wins.