



Press Release

ITALJET AND KSR GROUP: NEW AGREEMENT FOR EXCLUSIVE DISTRIBUTION OF NEW DRAGSTER IN GERMANY, AUSTRIA, FRANCE AND GREECE

- **The Austrian Group is one of the most important distributor and manufacturer of motorcycles, selling more than 80.000 units/year**
- **Dragster 125/200 production is scheduled for end of November 2020, with immediate delivery worldwide.**

Castel Guelfo di Bologna (BO), 2020, 16th September

New Italjet Dragster 125/200 will be distributed in Germany, Austria, France and Greece by KSR Group on exclusive basis: these are the terms of the agreement signed by the historical Italian brand and the prestigious Austrian Group.

KSR Group is today one of the largest motorcycle distributors in Europe, beside an important activity of motorcycle manufacturing. KSR realize a sales volume of more than 80.000 units/year in over 60 countries.

“We have chosen the KSR Group, a reference reality in the two-wheel sector, because we are sure that it will be able to make the most of the exclusive characteristics of Italian style, style and technology that distinguish our Urban Superbike” declares Sandro Caparelli, Italjet Sales & Marketing Manager.

Production of DRAGSTER 125/200 in color versions Anthracite/Red/White, Anthracite/Yellow and Black/Grey is scheduled for end of November 2020. First 499 units to be produced will be Limited Edition version, in the exclusive livery Black/Magnesium, already *sold out* in few weeks after the booking start at Eicma 2019.

New DRAGSTER 125cc ABS EURO 5 is commercialized in Italy at SRP of € 5100 EW*, while 200cc ABS EURO 5 version at € 5400 EW*. Prices in other countries could vary following different VAT rate, and eventually because of other taxes and custom duties.

Images of new DRAGSTER are available on www.italjet, press area.

KSR Group

KSR Group GmbH, based in Gedersdorf (Austria), has an important tradition with Italian historical brands. Since several years successfully distributes Benelli in Germany, Austria and Switzerland. In 2017 KSR founded a joint venture with Innocenti SA, which has been producing vehicles under the Lambretta brand since 2018. In the same year, KSR took over the Malaguti brand and

presented a wide range of light sport motorcycles and scooters at EICMA. KSR owns and makes various other brands and today is one of the most important world companies in two-wheels, with 5 subsidiaries, 15 brands distributed, more than 2300 dealers and over 80.000 units/year sold.

www.ksr-group.com

Italjet S.p.A

Since 1959 Italjet it's synonymous of passion for innovation, mechanics and engines. Renowned in the world for models that made history in the two wheels sector, the Company confirms its position as a reference of style, manufacturing quality and design. Italian excellence with glorious history, whose models have been sold over 48 countries in the world, offering high performances and outstanding vehicles, full of personality and originality.

*EW: EX-WORKS Italjet factory Castel Guelfo (BO), VAT included

ITALJET S.p.A

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