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NEW LAUNCHES LEAD TO RECORD-BREAKING SALES FOR HUSQVARNA MOTORCYCLES

CONTINUOUS STRONG GROWTH IN BUSINESS YEAR 2021



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A number of new machines contributed to Husqvarna Motorcycles' latest sales successes.

The flagship launch of 2021 was the Norden 901 travel motorcycle, underlining Husqvarna Motorcycles' resolve to strengthen its presence in the street segment. Inspired by the brand's multi-terrain Rally machines, the Norden 901 is built to cover long distances across challenging, diverse landscapes, on-road and off.

The first quarter of 2021 also saw the arrival of the Svartpilen 125, extending the appeal of the intelligently designed and ruggedly styled single-cylinder street series to an even wider audience.

Along with the launch of these models, the brand set out its objectives in the world of e-mobility with the introduction of various e-concepts at the beginning of 2021. This commitment to emerging technology yielded immediate results, with Husqvarna Motorcycles winning the inaugural Junior E-Motocross series, that was introduced in cooperation with Infront Moto Racing in 2021. The groundbreaking series will continue in 2022 with five rounds within the MXGP World Championship.

Together, these launches and achievements show Husqvarna Motorcycles' continued dedication to growth and expansion into new sectors, markets, and the brand anticipate another successful year.

INFOTEXT

Husqvarna Motorcycles.

Husqvarna Motorcycles is widely known for leading innovation and providing exceptional performance across its street and offroad products, as well as being present in all top-level racing disciplines. With the brand originally founded in Sweden in 1903, Husqvarna Motorcycles' machines have been designed and manufactured in Mattighofen, Austria since 2013.

MEDIA



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