



## TRS-USA NEWS April 4, 2017

Greetings TRS-USA associates, fans, and clients.

### **More 2017 TRS One *RR ADAM RAGA RACING* MODELS ARRIVING IN THE USA!**

We are pleased to announce that the second shipment of 2017 TRS One *RR* models will arrive this first week of April! They were shipped by air freight into Chicago and will be moved that final 100 miles to our warehouse via expedited truck freight. These motorcycles are scheduled to arrive on Thursday the 6<sup>th</sup> of April. Please contact your USA TRS dealer for more information.



Image below from Jordi Tarrés.  
*Shown are the TRS-USA "RR" bikes on the 29<sup>th</sup> of March 2017 as they were being prepared for packaging at the TRS factory in Spain*



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**We would like to welcome two new dealers to our TRS-USA group.**

**Mr. Dani Aguirre of "MOTOMEX TRIALS"** will be representing the brand in Texas. His shop is located in Dallas TX – Dani can be reached at **214 912 9005**

**Gary Lawver of "SKAGIT POWERSPORTS"** will be representing the brand in Burlington WA – Gary can be reached at 360 757 7999 [Website](#)

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## **ADAM RAGA finishes in the 2<sup>nd</sup> position in the 2017 FIM X-Trial World Championship**

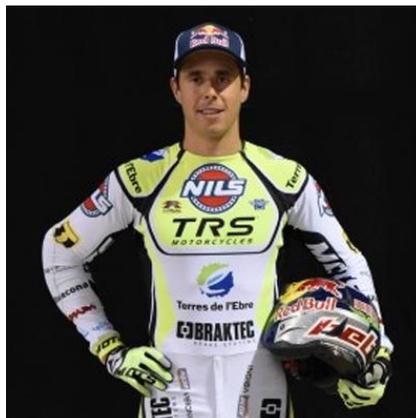
Another championship season with Adam dueling with the incredible Toni Bou in every race, and Adam never stops his relentless challenge to win. Adam and Toni are at a level well above all other contenders in both indoor and outdoor Trial competition, and the spectacular fight between these two in every race is something to see.

Saturday April 1<sup>st</sup> Adam Raga arrived at the **Palais Nikkaïa in Nice (France)** for the final round of the 2017 X-Trial championship with the objective of consolidating the final second position in this championship. The TRS rider continues to maintain his high level that has allowed him to continuously fight until the last moment for the victory.



### **Adam Raga (TRS):**

*"I'm very pleased with how the X-Trial season has gone. Of course I think the second position is an excellent result, especially valuing the level of demand of this championship, but I am especially happy with the image that we have given as a team, fighting in each race and in each section for the victory. The TRS One RR is also at an excellent machine. Without a doubt this success at the beginning of the year gives us motivation and strength to work the rest of the season for obtaining victories. We are on the right path and I can only thank the team and the sponsors for their support."*



Now that the 2017 X-Trial Championship has ended, the TRS factory team will concentrate on the Spanish outdoor Championship that is now underway, while also preparing for the 2017 FIM outdoor World Championship. Adam stood on the second step of the podium in the opening round of the 2017 Spanish Trial Championship which was held on the Island of Mallorca. The next race for the factory TRS team will be round two of the Spanish Championship to be held at Sigüenza (Guadalajara).

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## **Jim Snell and Jesse Wellenstein travel to the TRS factory**

In the first week of March 2017, Jesse and Jim traveled to Catalonia (Spain) on business.

The trip started on the 2<sup>nd</sup> of March with massive cancellations of flights on the East coast. As a classic “Nor’easter” disrupted air traffic all along the Eastern seaboard, it seemed as if Jesse and Jim would not be flying out of JFK that day. But, at the last minute, they were able to divert to Detroit and catch a flight to Amsterdam Holland with a quick connection to Barcelona. Arriving in Barcelona on March 3<sup>rd</sup>, five hours late and very much worn-down, the adventure began.

*Jim has been doing this trip to Barcelona for more than 25 years, so he has it down to a science.* The rental car was ready, and the two drive up the coast with the first stop a quick visit to the HEBO warehouse near Girona. Jim has many friends in Girona, so after the visit to HEBO, a short drive into central Girona, checking-in to the hotel, the first weekend begins with friends. Doing what friends do, with lunches, dinners, conversation, and some sights to see here and there.

Saturday morning begins when Jim and Jesse are treated to a ride in a highly modified vintage BMW sedan for a short drive to a museum near Girona. Located on the old road “N-II”, this museum has a large collection of historic automobiles and motorcycles. (*Most of which you will never see in any museum in the USA*). Additionally, there are several GG trials bikes and a 350cc Merlin DG3-88 and two enduro Bultaco “Frontera” machines that were raced by Narcís Casas and Josep Pipbernat who were the founders of the GasGas company which is located in Girona.



After a terrific weekend, the first two days of the following week were typical business in Girona, with lunches, followed by dinners each night, including a large gathering of the HEBO executives and area distributors. French TRS and HEBO distributor Philippe Berlatier and his wife were staying at the same hotel in Girona as well. *With 26 years in the business, Jim knows a lot of people in this area of Catalonia which is historically the heart of the Spanish Trials industry.*

*Jim and Philippe Berlatier*



Several days in Girona would not be complete without a visit with our old friends from the past. A nice lunch was arranged with Don Narcís Casas, his wife Mari Carmen, Daughter Meritxell and her husband Cesar Carmona. Having sold their shares of GG many years ago, the family now owns and operates a company that produces the popular trial clothing brand MOTS. (Clothing sponsor of Adam Raga)

*Image from our nice lunch with our friends*



Wednesday morning, the 8<sup>th</sup> of March, Jesse and Jim made the scenic hour-long drive on the highway known as C-25 through the mountains and tunnels to the TRS factory which is near the city of Manresa.

Arriving mid-morning, Jim and Jesse were greeted by Jordi Tarrés and the staff at TRS. Jim has known some of the TRS people for many years. It was good to see Jordi, Marc, Paco, Alicia, Bernat, Pablo, and the others.

*Jim and his old friend Paco. Paco builds the TRS engines. Every one of them!*

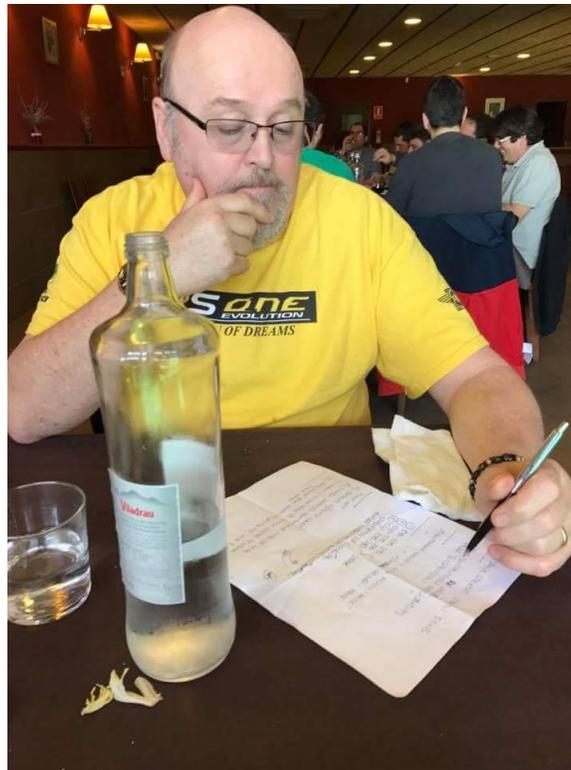


After some introductions and a quick tour of the facility, it was a short drive over to the location of the new TRS factory. Yes! TRS is moving. In fact, that process has already begun. The new factory is only five minutes away in the next village and it is four times larger than the current facility. Following the business philosophy of the TRS brand, this is just another step in the “step by step” process of building the brand.

*Inside the new TRS factory*



*After the tour of the new factory, a lunch, some meetings, work work work for everyone*



Thursday the 9<sup>th</sup> started with meetings in Barcelona at the TRS corporate offices. After some time there, Jim and Jesse took advantage of the chance to see some of the famous sights of the Catalan capital city. First stop was the famous *Basilica de la Sagrada Familia*.

*Antoni Gaudí was the designer of this world renowned but yet unfinished church, with construction started in 1882; it is scheduled for completion in 2022.*



La Sagrada Familia was followed by an afternoon on “la Rambla”. La Rambla is a street in central Barcelona, popular with tourists and locals alike. A tree-lined pedestrian mall, it stretches for 1.2 kilometres connecting Plaça de Catalunya with the Christopher Columbus Monument at Port Vell. La Rambla is the home to many shops, restaurants, and street performers. With the “living statues” being one of the most popular attractions, Jesse dropped some Euro coins into the buckets and we were entertained.



Friday the 10<sup>th</sup> was another work day at TRS with a huge fun day planned for the following day which would take place in Jordi's village where he was born and raised, and still lives today.

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## March 11<sup>th</sup> 2017, the first TRS "Family Day"

A large number of riders and customers meet near Barcelona with their TRS machines.

At **TRS Motorcycles** we are a great family with a passion in common: trials. It is a pride to know the feeling of belonging that leads to a TRS party for our riders, employees, distributors and of course the customers. On Saturday, 11 March 2017, and coinciding with the **visit of the North American importer of TRS Motorcycles, Jim Snell** and his nephew and TRS rider **Jesse Wellenstein**, an improvised excursion with **Jordi Tarrés** was proposed to enjoy some trials riding and practice. On this day, friends and owners of TRS motorcycles were united and congregated in a large number; in addition, they had the opportunity to visit the **museum of Jordi Tarrés** at his home.

The intention of TRS is to **organize this event for future occasions** and share it with more riders and customers from all over the national and international territories. Perhaps, in the future, this will become a tradition.





Images from March 11<sup>th</sup> 2017

*Jim Snell and Jesse Wellenstein of TRS-USA. In the background is the world famous group of mountain peaks known as “Montserrat”.*



*Jesse Wellenstein and Jordi Tarrés in Jordi's driveway.*



Jordi Tarrés:

*"We have really enjoyed this day riding trials with friends and fans with their TRS. It's great to see how satisfied people are with their motorbikes. I want to thank Jim and Jesse for their visit, as well as proposing this fantastic initiative that we would love to become a tradition."*



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Jim and Jesse's trip to the TRS factory, Girona, and Barcelona was a fabulous two weeks and much was learned and accomplished. It is exciting to know that soon the production of TRS motorcycles will increase with the opening of the new factory and everyone is looking to the future as we all work together as a family business to build this brand into a trials legacy. Mr. Jordi Tarrés has a terrific team and it is obvious that the company is on the right path to success. We all look forward to a bright and exciting future with TRS motorcycles.

**Information about the specific models and when they will be available:**

Due to a decrease in demand of the 280cc versions, we will no longer stock that engine size in our USA warehouse. At this time, we have some stock but when this current inventory is depleted, we will import the TRS One 280 and TRS One RR 280 via special order only\*.

*\* A deposit may be required by the dealer to special-order one of these machines.*

**We intend to stock at all times**, the models TRS One and TRS One RR in our warehouse in 250cc and 300cc engine sizes.

There has been a high initial demand for the *Adam Raga Racing 'RR'* model. As sales of this 'RR' model continue to increase, we will deliver these new machines arriving in the USA to those dealers in the exact sequence in which the preorders were placed, for delivery to those customers who are waiting.

With our commitment to good service, we continue to ship bikes to the USA by air-freight. Even though air-freight is more expensive, we have elected to do this to save time as ocean freight typically takes more than one month. We reserve the right to at some point switch to ocean freight transport.

**TEST RIDE A TRS:** For your convenience, almost all of our USA dealers have “demo-units” on hand now for potential buyers and customers to test-ride. The TRS machines are extremely well made and they are a treat to ride as they function very well and are at the top of the game in modern trials technology.

**For your convenience;**

**Prices, high-resolution photos, and specifications** are on our **TRS-USA website** at this link:  
<http://www.trsmotosusa.com/2016.html>

**If you are interested in pre-ordering a new TRS machine**, you may choose to speak to one of our USA dealers and make arrangements with them to place a machine on order for you.

The TRS-USA dealer list is on our website at this link:  
<http://www.trsmotosusa.com/dealers.html>

Our TRS-USA Facebook page is located at this link:  
<https://www.facebook.com/trsmotosusa/>

*As always, we will continue to update our website and Facebook pages in real-time.*

Best regards in sport, Jim Snell, CEO, TRS-USA operations.

