

Jordi Tarrés interview with TodoTrial.com – 26 April 2019

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To the town of Santpedor near Barcelona, we moved to get to know first-hand the new and modern facilities of TRRS, one of the nation's most impressive and grown-up firms in recent times. And who better than Jordi Tarrés to guide us?

With the Seven Times Trial World Champion we had a comfortable and long talk as we spoke of the present and more immediate future of TRRS. A firm that in 2019 continues to expand and diversify its offering of products, with the recent launch of the XTRACK RR, a 100% multi-purpose off-road motorcycle, and the TRRS E-BIKE RR 2019, an electric bicycle. And for the fall, the presentation of its first electric motorcycle for the smallest in the house.



TodoTrial - What assessment do you make of these four years of TRRS life?

Jordi Tarres - The truth is that for now everything has been very positive. We have managed to meet our annual expectations; at all levels: sport, technically and, most importantly, at the sales level. We have also become known within the trial world and I believe that we are currently very well regarded. It is also gratifying to see our motorcycles spread throughout the world.

TT - Your brand has had an exponential growth since its arrival in the market in 2015. What do you think are the keys to the huge success among the fans?

JT - From my point of view, our experience, seriousness and good work are points in favor to give confidence to the market. We have a simple, efficient, reliable product, with good quality and design ... All these features that define us have been very popular among the fans.



TT - The expansion in the paddock has also been accompanied by a structured growth and paused at a competitive level. First with Adam Raga, your flagship rider, and then betting on some of the promises of today and tomorrow. Is this your way of giving back to the Trial all that it has given you?

JT - I think that having Adam has been, and is a very important point for us. It allows us to test our product in the hands of a World Champion; in the hands of a very demanding and high level rider. Thanks to this, we have very real information about our product in competition. I owe a lot to the Trial, but I base myself on my concerns and this is my objective and this motivates me to continue to be linked to this sport, but now as a manufacturer.



TT - What is gained by a brand like your own with a figure like Adam Raga in its ranks?

JT - From the beginning it gave a lot of consistency to the project, because a World Champion rider relied on a brand-new product and I believe it is because he saw a good projection. And for us it is a challenge to be at the level that Adam needs to win races. Raga is very charismatic and beloved in the trial world and allows us to reach all the fans by giving us a good image.

TT - What happened with Raga and TRRS was 'a market opportunity'?

JT - Well. It is clear that at the time that TRRS entered the market, Adam had already finished his relationship with GasGas as a major force. But he could have chosen other brands. It was a coincidence that we could count on him.



TT - Did not you trust any other 'top' rider at the moment?

JT - No. Because of the relationship I have with him for many years, he was our first and only choice.



TT - If you think, let's take a little look at the still incipient history of TRS Motorcycles. How was the TRRS project born?

JT - TRRS is born out of the concern of its members to make a trial motorcycle and contribute our experience. The brand was founded in 2013. We are four partners. Ricard Novel, maximum shareholder; I, in addition to investor, Technical Director; Josep Borrell, investing shareholder, and Marc Aranyó, Commercial and Marketing Director. From the beginning we were focused to make a product at the highest level, with a very high quality standard and very good performance. The sum of all this gives us a product that is having a very good penetration and acceptance in the market. We are a small company with 20 employees, and this allows us to have a lot of agility when it comes to making our projects and continue to innovate quickly.



TT - After your disillusionment with JotaGas and this project years before, did you have any doubts about the implication in this new bet?

JT - The truth is that my stay as a designer of the JotaGas gave me much more experience in the sector, which gave me a lot more confidence in starting this new project.



TT - Is there anything left of Tarrés in the current JotaGas?

JT - The base remains the same as when I was there, obviously with modifications.



TT - This 2019 now on the market is the third generation and evolution of your first trial model, the TRS ONE, with which the brand was born, and to which came later the RR and Gold versions were added. In what phase of maturity as a trial motorcycle do you think it currently is?

JT - We are at an optimum time, because we know the mechanics much better and we have been using all the features. I am very proud of its current maturity, which is backed by very good competition results in different national and international championships, as well as a very good acceptance by the market.



TT - In their day, many fans considered it an amalgam of the best of the other brands in the market. Do you agree with that observation?

JT - I believe that the basis of our motorcycle is the result of our experience over the course of more than 30 years in the Trial world. That is why, from my point of view, it is clear that one looks at the virtues and defects of competition and tries to provide the best combination of options.



TT - Is your test bench and development of your models done by racing?

JT - Evidently, the trial world is closely linked to the competition. Being able to compete at the highest level in the outdoor and indoor World Championships allows us to make sure that what we are manufacturing is competitive and reliable.



TT - The One 2019 is marketed on four cylinder sizes: 125, 250, 280 and 300, all 2-stroke. Can we expect a future One 4-stroke or e-One, its electric version?

JT - Currently, we are very focused on the engine we have of 2-stroke on the cylinder sizes you have mentioned. For now we do not have any project regarding a future 4-stroke engine because among other things, the 2T has more acceptance among the fans. What is certain is that we are working on a children's electric motorcycle, which we think can bring our brand more range and that allows us to be known by the smallest riders. I believe that for the next EICMA in Milan we could have it ready and show it.



TT - What's the difference with One RR from One Gold?

JT - Our battle horse is the ONE RR and is the model that has more accepted. It is our flagship model. But we realized that in the Trial market there are many very demanding customers who are looking for a motorcycle at the highest level and with the ONE Gold we can satisfy this. You can find plenty of components much more exclusive and that it would be used by an official team rider. Then, the Gold model is our most exclusive product where highest level components are combined with pieces in carbon fiber, machined parts and better performance in general. And it is a series that is limited to 150 units.



TT - And now, in addition, you have the TRRS Raga Racing 2019. Is your way to thank Adam for how and where he has been in these four years?

JT - The Raga Racing is our most requested model and is sold and driven largely by the official motorcycle that Adam rides. And for this reason it bears his name. And we also match RR with Raga Racing.



TT - To all this, can we see in the future a "One Tarrés Special Edition"?

JT - At the moment it is not planned to make a model with my name because they already identify me with TRRS, but it is not ruled out.



TT - Another of the models that most surprised the fans is the TRRS XTrack, based on the One: "100% trial and excursion", in your own words, and which stands out for its versatility of use in the off-road environment. Why did you decide to bet on a model of its characteristics?

JT - We have a lot of confidence in this model because, as a philosophy, you can have two motorcycles in one. That is to say, you can have more autonomy and comfort for long journeys without losing the 100% trial character and allows you to transform it into a motorcycle for pure Trial racing by removing the fuel tank and the seat. It is a very multipurpose motorcycle that extends the market and in the end the one who is benefited is the fan.



TT - Is TRRS XTrack your answer to Montesa 4Ride?

JT - I think that it is a model focused on another type of client, since the XTrack is aimed at maintaining 100% trial fans without approaching Enduro. It is still a motorcycle focused on a very demanding customer and with very good components. A new version is already on the market, the XTrack RR based on the Raga Racing and is aimed at an audience that seeks better benefits, finishes and components. People looking for a more refined product.



TT - And in recent times you have become a brand in the world of the bicycle with the TRS E-Bike RR 2019, an electric model, and the TRS Kids Carbon 2019, without pedals and thought for the learning process of riding a bicycle. How is the reception of both by the public?

JT - After our fourth year in the market, we are diversifying our range of products with the intention of working the Trial from the smallest to the elderly. We start with the TRS Kids Carbon so that we can already have from small to amateurs who choose us as their first bicycle and we are going to continue increasing our offer of products of this type in the future. And the electric bike we believe has a place in our commercial network because many users are also 'bikers' and many of our customers demand it. The children's bike is working well, but it is focused on the Christmas campaign and the e-bike arrives at the market in late April with a very good sales forecast.



TT - The TRS KIDS is a 100% bet of yours? We say it because as you are stuck in the trial.

JT - Yeah yeah. My idea is to try to capture customers from their first steps and always with a product of very high quality, which distinguishes us from the competition.



TT - Have you seen your catalog of models ... for when a TRS Mini One?

JT - Our Mini One would be the electric children we talked about before; Ideal for boys and girls between 6 and 11 years old and following our standards of quality and benefits.



TT - By the way, some brands have official academies or training teams. Does your TRSS School get into your plans?

JT - This 2019 on the occasion of our TRRS Lovers party we started a new project called 'TRRS Training Camp' with the idea of promoting these encounters among young promises, fans and our pilots to spend a day in which They can improve technically, as well as have fun.



TT - What assessment is TRRS doing as a brand the current market motorcycle trial market?

JT - I would say very good. We are really very pleased with the presence we have within the scope of the Trial market after only four years of commercial life. We are positioned in a very consistent manner in the market and in all the competitions in which we are present.

TT - Is there enough space and customers for everyone?

JT - The Trial market, historically, has declined, but for some years it has remained stable with an amount of about 7 or 8 thousand units worldwide and distributed among all brands. We, being a small brand, are more than satisfied with our sales volume that we are producing.

TT - Are you scared or even more motivated by the KTM's possible landing in this segment of the off road motorcycle in the not too distant future?

JT - Many years ago I heard that KTM is working on a trial bike, but to date nothing has ever been seen. We will have to wait to see if it really happens. It can be positive that a brand such as KTM, so powerful, enter and give more notice to the trial as a sport.

TT - What is Jordi Tarrés asking for 2019 for TRRS?

JT - Our goal is to fight in the World Championship to be in the top positions in the maximum category. For the moment, Adam has already achieved this Sub-Championship in the Indoor World Cup this year. And we hope to continue with the same commercial and technical evolution as in 2018 to consolidate even more as a brand of reference among the fans.