



TRS-USA NEWS

May 7, 2016

Greetings TRS-USA associates, fans, and clients.

The second shipment of TRS One motorcycles has arrived in the USA. We have delivered the first two units to final customers! Now, we will begin to grow. As we receive more machines, we will fill the orders for those who are still waiting.

This photo shows TRS-USA dealer Stuart Preston (Jack's Cycles) with the proud owner of a new 300cc TRS One



Last week, Mr. Jordi Tarrés shared images from the TRS factory. Step by step, they are increasing production capacity.- Images from the week of May 2nd 2016.



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

The factory is building 280cc in this month of May and the 250cc models are scheduled for production in June.

About “model year” and the *marketing philosophy* of introducing a “new model” every year:

The TRS One motorcycle now being sold is technically a 2016 model simply because this is the year 2016.

From a marketing perspective, “BNG” (Bold new graphics) is a relatively new thing in the Trials sport. Perhaps it was influenced by the Japanese companies who may change nothing but the colors and graphics of specific models year to year? With the Japanese manufactures of off-road and on-road motorcycles, more and more, for many years, they build motorcycles that do not change mechanically, but every year, they “redecorate” the machines, and call them; “new model year”. *Perhaps the Japanese learned this marketing technique from the USA automobile industry?*

Historically speaking, for the Spanish and Italian brands, (In the 1970s and 1980s especially) it was not uncommon for Trials manufacturers to sell one specific model for two, three, and in some cases four years without changes to graphics and body components.

In this tradition of the past, the TRS One is a Trials motorcycle "model" and does not specifically relate as a "model year" product.

The logic is simple; the factory is confident in the design of this machine, and they intend to produce this model through the month of July 2017. For this reason, the look and technical details of this machine are not scheduled to change for at least 14 more months.

We feel that this is a positive decision as the product is very good and it shows the confidence the factory has in this product, and that they are not interested in the marketing game of changing the colors or graphics *and maybe a few tiny details* to introduce a "new" model each year.

The real truth is:

This process of "model year" marketing has a negative effect upon the ability of importer/distributors and local dealers to stock specific replacement parts that differ only in the design of stickers or colors. In addition, this adds excess inventory and additional burden to the parent company as well. *We know from our 25 years experience in this business, how frustrating it is to try to keep spare parts and graphics in stock for each specific model year and for specific special models built in the same model year that are physically identical except that they have different decorations.*

The positive effect is that the motorcycle retains its value as it is not seen as obsolete each fall when new models are introduced. That in reality, are merely "redecorated" machines with no real mechanical changes of any kind.

The advantages of returning to this traditional marketing concept are irrefutable.

This is only one example of the many intelligent decisions being made by the TRS factory and we support them 100%.

About delivery dates for those who are already waiting for a new TRS motorcycle:

Our USA dealers continue to place orders with us for machines that are 'pre-sold' to their USA customers. To be absolutely fair to everyone, it is our policy to deliver machines in the same order as these orders were placed by our USA dealers. Therefore, these first new TRS machines arriving in the USA are being delivered to those dealers in that exact order, for delivery to those customers who were first in line.

With our commitment to good service, we will continue to ship these first allocations of pre-sold bikes to the USA by air-freight. *(Even though air-freight is very expensive, we have elected to do this to save time as ocean freight typically takes more than one month)*

Once we begin to catch-up on the pre-sold machines, more will arrive via ocean freight. Common sense and many years of experience tells us that there may be some

time before the new TRS machines are readily available 'on-demand' and 'in-stock' in dealerships here and abroad.

However, for your convenience, all of our USA dealers have "demo-units" on-hand now for their customers to test-ride, and we are doing everything we can to obtain as many motorcycles as the factory will allocate to us. We much appreciate your kind understanding as the new factory begins to increase production capacity and deliver motorcycles to those distributors, dealers, and buyers around the World who are patiently waiting.

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/>

With our commitment to good service, we continue to update our website and Facebook pages in real-time.

Thank you for your interest, patience, and kind understanding.

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