



## Italian Motorcycle Investment S.P.A. Conference

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EICMA 2019,  
6 November,  
2019

**Greeting by Kawasaki Heavy Industries, Ltd. Mr.Hiroshi Ito,  
B and Motion S.A. (former BIMOTA S.A.), Mr.Marco Chiancianesi  
and Mr. Pierluigi Marconi**

**Mr. Hiroshi Ito, Kawasaki Heavy Industries, Ltd. Motorcycle & Engine Company,  
Planning Division Manager**

I am Hiroshi Ito from Kawasaki Japan. I'm very happy and very excited to be able to share the revival of BIMOTA here with you all. Kawasaki has established Italian Motorcycle Investment here in Italy as a subsidiary of Kawasaki Motors Europe. At this stage, we are in the process of having BIMOTA S.A.'s trademarks registered in the name of our company.

Once that has been completed, IMI will be renamed BIMOTA S.P.A., with B and Motion S.A. (former BIMOTA S.A.) as 50.1%, and Kawasaki Motors Europe as 49.9% shareholders.

The story has began three years ago. A small investment bank approached us inquiring if we were interested in an Italian motorcycle manufacturer. The company name was veiled, but when I checked the documents I instantly noticed. Oh it's BIMOTA !!! Yes, that BIMOTA.

For motorcycle enthusiast at my age, BIMOTA was legendary motorcycles that we used to dream of with its incredible chassis, jewel-like parts and an unaffordable price tag .

I immediately flew to Milan and met Sig. Marco, CEO of BIMOTA S.A. November, 2016 --- just three years ago. He talked he was so excited about his racing activity on BIMOTA, I thought "this project will be a success". Because he is a real motorcycle enthusiast. Later, I had the chance to spend almost whole day with BIMOTA's legendary designer Sig. Marconi.

We forgot all about the time when we talked. "Combining this engine and that chassis... adding these parts... we can make a great bike." I was convinced our project will make a great success and we can make new history. BIMOTA is Italian premium motorcycle brand born and grown in Rimini, Italy and has been





passionately loved by motorcycle enthusiasts all over the world who really understand value. BIMOTA is a jewel of Italy. So It must be based in Rimini, Italy. It must be designed by Italian designers. And it must be built by Italian craftsmen otherwise it will lose its value. So, our mission is clear, we will support Sig. Marconi and his team will make new legendary history of BIMOTA with Kawasaki's legendary engines! We'd like to declare now "BIMOTA is here as most premium motorcycle in the world. "

Viva BIMOTA, Viva Kawasaki! Let the good times roll, let the good times roll with BIMOTA

! Grazie mille !

#### **Mr. Marco Chianciani, President, B and Motion S.A. (former BIMOTA S.A.)**

Thank you for that kind introduction. I am Marco Chianciani. I am very happy that we will be able to work together with Kawasaki. As you know, I am a motorcycle enthusiast, and I love this Italian-born brand. In fact, I love it too much to have bought the company itself.

But riding a motorcycle, and running a motorcycle business is different. As you are aware, BIMOTA has been facing some difficulty. We received many offers, but I thought that Kawasaki' was the best. Through the communications with Mr. Ito, Mr. Kinuhata and other Kawasaki staff, I understand we may share the same passion, emotion and values. I believe Sig. Marconi and his team will make a great motorcycle again with support by Kawasaki. Thank you very much.

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#### **Mr. Pierluigi Marconi**

Thank you all for attending the Italian Motorcycle Investment Press Conference today. As \*\*\* said, I am Pierluigi Marconi. Today, together with our friends from Kawasaki to be able to introduce our new BIMOTA project to all of you makes me very, very happy. But please allow me to also tell you a little bit about myself.

1973 in that year I was only 14 years old and went to school in a branch of the Toti in Rimini the city where I was born that was located just above the BIMOTA factory. I could hear the sound of a motorcycle running and I rushed to the window to see what it was ... it was a first BIMOTA motorcycle just born and from that day my dream of being able to design a motorcycle was born. I continue my studies but in the meantime I start the motorbike races (motocross) and I delight in modifying my bikes, monocross shock absorber with chassis modification, auxiliary transfer ports on the 2-stroke exhaust and much more. Time passes the university with a single goal: to be able to design a motorcycle one day. Then a golden opportunity, to pass the machine project it is necessary to do a project. With a friend of mine from childhood, Roberto decided to make a bike and with the help of whom ?? why not of BIMOTA who is in Rimini. Let us take courage and seek an appointment with Mr. Morri, the administrator and founding member of BIMOTA. Everything is born from that. Now I'm here.





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Let me explain shortly the fantastic story with Kawasaki before I continue the story of TESI.

When I heard Kawasaki was making an offer, I thought they would make an ideal partner. Because their company makes engines possessing top performance, top durability and top quality. And among those, the miraculous supercharger-equipped H2 engine. Then in the many meetings with Kawasaki's Mr. Ito, Mr. Kinuhata, and many other Kawasaki staff, I was convinced that their values are in line with ours. Our mission is to work hand in hand with BIMOTA (a well respected motorcycle brand born in Italy) and continue to fulfil dreams for motorcycle fans and provide the ultimate motorcycle throughout the world. And together with Kawasaki we promise you that we will strive towards realizing this goal. So I continue to introduction my new motorcycle. The bike was already in in my mind, why not making a horizontal structure with all the forces moving in the least possible space?, we only need to design a steering wheel, but must be symmetrical, we cannot use a wheel like car because like that we introduce a torsion force to the swing arm. This was the first study and patent. All the data of the traditional motorcycle was supplied to us by BIMOTA company as well as the possibility of equipping a traditional motorcycle with a data acquisition system to verify the forces arriving from the ground in track use. With these data my dream start and the possibility of transforming into a drawing and a piece what for many years passed into my head was possible to start. The bike with development of the horizontal frame and a separate steering and suspension system, starts. The years pass and one after the other I managed to realize many projects that have ranged from racing bikes to street bikes with some off-road projects, but as I think it's easy to imagine, I always have a thorn in my heart, that to be able to design and create a real TESI without any compromise. Compact and enclosed masses around the engine, electronic suspension system, supercharged engine with exceptional power, use of structural composite materials glued to the aluminum elements, possibility to easily adjust the height of the vehicle without changing the essential driving characteristics, to easily adjust the position of the footrests, traction control, abs, every kind of electronic device is present and lastly the possibility to film my outings with friends on video. This is the TESI H2 a dream for me that becomes reality.

