

**Bultaco is back on the market
with high-performance motorcycles
featuring the traction of the future**

London, 17 May 2014

- Bultaco is back with a solid project and an international team with extensive technological, industrial and commercial experience.
- Bultaco's values today are the same as when it was founded: innovation, passion and competition.
- The first models will have an advanced electrical propulsion system.
- The product range was envisioned for people who appreciate the sensations of a motorcycle and for clients who are seeking a new kind of mobility.
- The project will create around 500 jobs, either directly or indirectly, in Madrid at its innovation centre and in Barcelona at its manufacturing plant.



London, 17 May 2014. Today, on the anniversary of the founding of the brand and the birth of its creator – Don Paco Bultó – Bultaco is announcing its return to the motorcycle market.

The four most noteworthy features of this project are:

- Advanced technology developed in-house. Just like in the 20th century, in the 21st century Bultaco will stand out for its advanced technological solutions. Bultaco is offering motorcycles with their own disruptive technology which will become a benchmark internationally, along with future developments in electrical and hybrid traction and ultra-light materials.
- A solid industrial project, with total control over the value chain: research and development, operations, finances, marketing and sales.
- A prestigious brand name. Bultaco is a legend in the world of motorcycles, a brand with numerous successes in competition, worldwide fame and a strong perceived image in the market.
- A highly professional team. The entrepreneurial team includes first-rate international professionals, executives and engineers with renowned technical prowess in the automotive sector worldwide.

In 2015, the first BULTACO models will be built with its own in-house electrical propulsion system; the prototypes being unveiled today are a sneak peak at the motorcycles we will see riding our streets in the future. A painstaking industrialisation process has been pursued to get to this model, from the validation of prototypes to the creation of the network of suppliers, all revolving around the new Bultaco factory in Barcelona.



The idea

"What began as a thesis project has become a company with the size and solidity needed to create a new generation of Bultaco motorcycles." Juan Manuel Vinós, CEO and cofounder.

The origins of Bultaco lie in a project by LGN TECH Design S.L., an engineering firm specialised in mechanical and electronic design focused on developing its own patents. José Germán Pérez, Raúl Pérez, Juan Manuel Vinós, Gerald Pöllmann and Jorge Bonilla founded this company in 2010 with the support of the Technology Park of the University Carlos III.

After two years of development and research, the company tested its technology in the most demanding setting: competition. LGN, today Bultaco Motors, participated in the 1st World Electrical Motorcycle Championship organised by FIM in 2011. With a motorcycle that was readied in just three months, and competing with brands with a great deal more experience and superior models, Bultaco Motors did surprisingly well: it came in 3rd in the first Magny Cour race and 4th in the overall rankings.

These sound results in competition and the backing of people with extensive knowledge and experience in the automotive sector were the decisive factors needed to move on to the next step: creating the structure needed to launch a range of motorcycles onto the market.

In that next stage, this original project became Bultaco. *"We were not looking for a prestigious name for a promising project; it was something different. Bultaco's hallmarks from the start, namely its spirit of constant striving, its technological innovation and its passion for motorcycles, are the same hallmarks we have today. They are timeless values,"* adds Juan Manuel Vinós.

The founding team and the Bultó family immediately realised that they saw eye to eye. From day one, the Bultós recognised that this team is the perfect candidate to relaunch the brand. With the steadfast support of the Bultó family for the Bultaco project, it entered a new stage in its history.



The project

"Judging from my experience, we have a team that is capable in all aspects of the project: the technology, the design, the industrialisation and the sales". Gerald Pöllmann, Chairman and Cofounder.

As a business project, Bultaco rests upon three pillars: the product, the industry and the commercialisation.

The product range to be launched features technology that was developed in-house and a design that is sure to captivate users.

The Innovation Centre is located in Madrid, while the manufacturing will take place in Barcelona with part of the managerial team of the former Derbi factory. The location of the factory is ideal because of its proximity to a park of specialised suppliers, its knowledgeable workforce and the logistics.

The new generation of Bultaco will attract two kinds of clients; first, aficionados who love the sensations they can only get from a motorcycle, especially ones with a certain level of features, and secondly people with a positive attitude and an interest in new 21st-century solutions for integrated mobility and connectivity.

To reach these clients, Bultaco will create a sales network, initially in Spain, the United States, the United Kingdom, Germany and France.

Bultaco's sales plan, which is both solid and viable, is based on four factors:

- Progressive evolution in the new market for electrical motorcycles.
- The needs of new-generation users.
- Today's environmental needs.
- The opportunity to integrate business lines.



The technology

"My father always said that the ideal scenario would be a constant torque engine with the same response as any system for a motorcycle without gear shifts. And at the end he said: as if we had an electrical engine." Paco Bultó Junior.

Initially, the Bultaco range will include different kinds of vehicles driven by its in-house electrical propulsion system.

These products were developed from scratch with the goal of getting the maximum advantages that this propulsion system can yield. Safe, tested elements were used in order not to compromise the reliability or durability of the performance in systems that provide outstanding performance.

The Bultaco Drive Train System (DTS), unlike other electrical two-wheeled vehicles, enables the maximum energy performance to be yielded from regenerative braking. This is possible because the technology applied to the chassis maximises the rear wheels' adherence during braking, which enables a considerable electrical braking torque to be applied.

The energy accumulation system, which combines a lithium ion battery and ultra-condensers, is yet another feature that ensures performance far superior to that of other comparable vehicles.

The development of the BEDTS has been carried out in collaboration with Viesca Engineering, company with a wide experience in the field of the high-speed rail.

The software in the Bultaco Control Unit (BCU) is extraordinarily functional. It enables the driver to manage the engine power, energy recovery, battery recharge and connection to mobile devices.

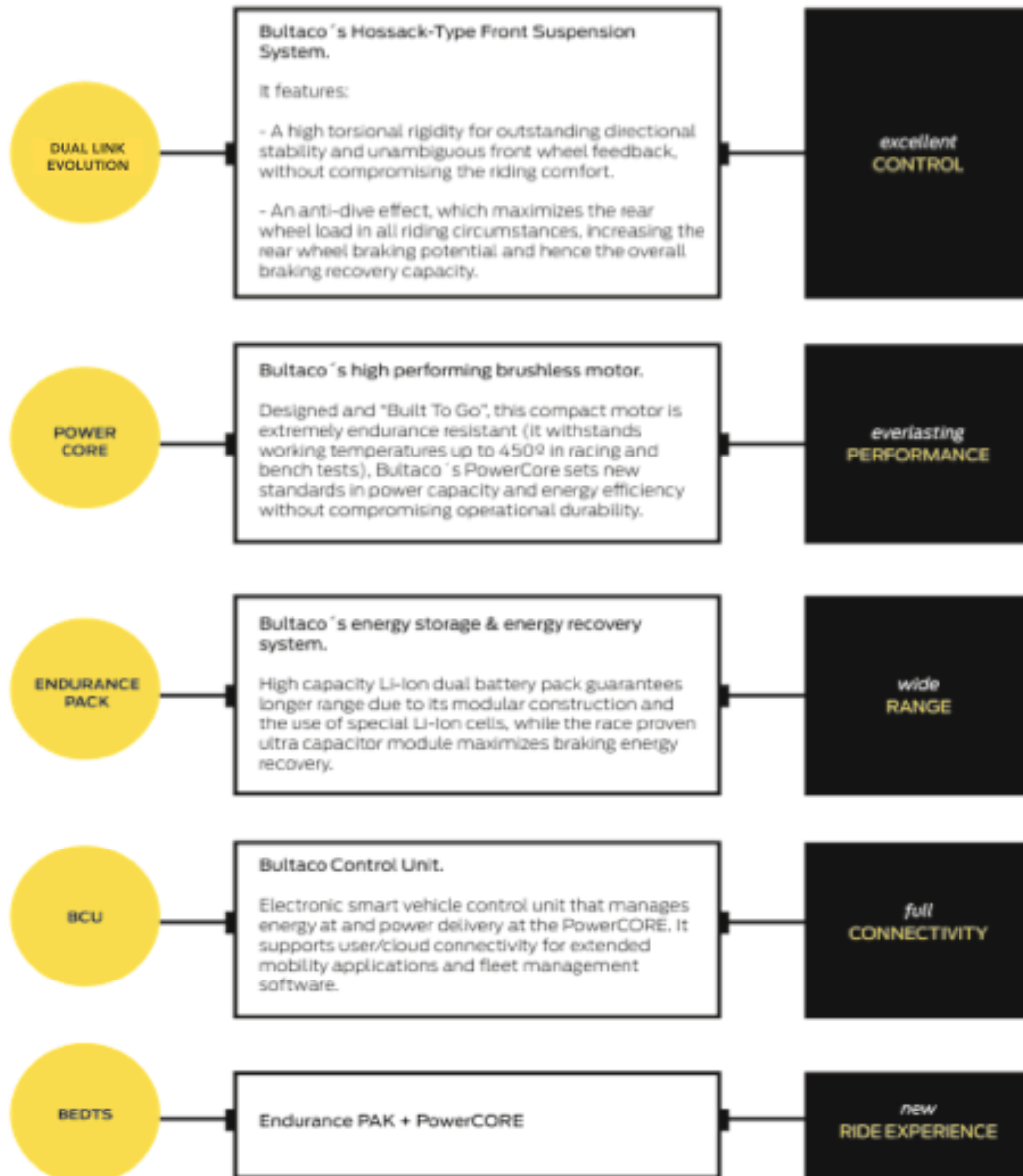
Through the Biker Manager application created by Bultaco, users can find out information such as the battery charge, the autonomy depending on the kind of driving and the location of the motorcycle, among many other features.



All of this technology can be seen in the Rapitán and Rapitán Sport prototypes that Bultaco is unveiling today, which are close approximations to the Bultaco motorcycles that will be brought to market in 2014.



BULTACO TECHNOLOGY MAP



The future

"Electrical propulsion is the right kind of propulsion for everyone seeking fun, outstanding features. We are also currently working on other solutions, such as hybrid propulsion, to cover other needs". José Germán Pérez, R&D director and cofounder.

In early 2014, Bultaco will bring an electrical Light Bike to market, various versions of which will be developed. In the middle of that year, the Electrical Urbanmotard will be launched, which anticipates the Rapitán prototype.

The Bultaco engineering team is already working on another kind of vehicle using the technology shown in the prototype, and on other future developments, as well as on other propulsion systems.

Today, no form of propulsion for a two-wheeled vehicle that could be brought to market by 2020 is being discarded.

From an industrial standpoint, Bultaco is also contemplating the possibility of supplying parts to other manufacturers.

The staffing forecasted for 2015 consists of 150 people, including direct and indirect employees, for an initial production chain of 2,000 units. With the rise in production, and because the majority of suppliers are Spanish, forecasts are to reach 500 jobs, either direct or indirect.



The team

Bultaco is beginning its new stage with a team of 30 workers. At the helm is its Founding and Executive Board, which includes: Gerald Pöllmann, Juan Manuel Vinós, Jorge Bonilla, José Germán Pérez, Raúl Pérez and Indalecio Gil

Founding and Executive Board

Gerald Pöllmann, Chairman and Cofounder

He is a mechanical engineer with a degree in business and more than 15 years of experience in management, research, development, production and logistics in the automobile industry. Before joining Bultaco as the President, he worked at the multinational MAGNA STEYR as the General Manager for corporate Strategy, Advanced Technology & Diversified Industry. His most prominent achievements in this field are not only strategic management but also advanced technology issues like alternative propulsion, electrical/electronic management and ultra-light materials applied to high-quality cars.

He has also served as a board member for the Austrian Research Promotion Agency in the aeronautical and space agency, and as a professor at the University of Applied Sciences Wiener Neustadt in Austria.

Juan Manuel Vinós, CEO and Cofounder

He has more than 20 years of experience in the financial sector, mainly in organisations like Barclays Bank, where he was the Manager of the Consumer Credit Business in Andalusia, and at Grupo Caja Madrid, where he was the General Manager. He has also served as a board member at Finanmadrid, as the President of Finanmadrid Mexico and as a member of the Management Committee at Caja Madrid – Mapfre Financial Services Bank. Outside of the world of finance, he has had contact with the automotive sector as the President of Autopark Renting de Vehículos and Comercializadora Automovilística Autopark Ibérica.



He has worked as a partner in a variety of business projects linked to investment banking and consultancy. Prominently among them is his efforts to bring Spanish partners, such as Gas Natural Fenosa and Telefónica R&D, into the European Consortium led by Magna for the Green Car Project, and the development of initiatives to implement electrical vehicles.

Jorge Bonilla, Secretary General and Cofounder

He has extensive experience over more than 18 years in the financial sector. In the field of banking, he was the Director of the Legal Consultancy at the credit banks Banco Mapfre, Finanmadrid and Madrid Leasing Corporación for 10 years. He served as the Secretary of the Administrative Boards at the Caja Madrid – Mapfre Financial Services Bank, Finanmadrid E.F.C. and the Madrid Leasing Corporación. In the field of insurance, he has been the Secretary of the Administrative Boards of the insurance companies Laietana Vida and Laietana Generales, as well as at Segurcaja Correduría de Seguros of the Grupo Caja Madrid. He has served as the President of the ASNEF (National Association of Financial Credit Establishments) Insurance Committee and as a member of its Legal Committee.

José Germán Pérez, R&D Director and Cofounder

He is an industrial engineer who got his training at the University Carlos II and has extensive experience in the world of motorcycles. In private enterprise, he has been in charge of the Technical Department at Classic Co. for new product design and development, in addition to participating with this team in World Endurance Championship races. His technical development work includes the prototype for the Hypertwin HT01, a Moto3 and a Moto2 commissioned by the HUNE Racing Team. An associate professor and researcher at the UC3M Polytechnic School, José Germán has earned the Prize for Best Technological Innovation in the 1st International MotoStudent Competition (October, 2010).



Raúl Pérez, Head of Prototypes and Cofounder

He has training as an engineer at the University Carlos III and at the Moto Guzzi Training Centre of the Piaggio Group. An expert in the use of design software and handling tooling machines, he has extensive knowledge and experience in manufacturing prototypes and production means, as well as in engine management systems and telemetry. In the company Classic Co., he designed the Hypertwin HT01 prototype and was the Chief Mechanic for the competition team.

Indalecio Gil, Executive Director – Organisation and Resources

He has a Bachelor's degree in Industrial Engineering from the Polytechnic University of Madrid and an Executive MBA from IE Business School. Coming from the field of nuclear energy, he joined Caja Madrid, where he served in several managerial roles. Most recently, he was the Director of Resources and a member of the Management Committee at Grupo Cibeles, the instrument of Caja Madrid's international expansion.

He has been and is still a board member at several companies in the technology, industrial and financial sectors. He combines his work in business with teaching: he works as a professor at the College of Management at IE Business School and is a professor at La Salle International Graduate School. He also works as a mentor for young professionals and entrepreneurs in different programmes.

The rest of the team is led by professionals with extensive experience in their fields

Johann Wohlfarter

Strategic consultant in the development of global distribution networks

An expert in distribution and sales networks, Johann Wohlfarter has served as the Director of Marketing at Alfa Romeo in Germany, as a member of the managerial board at Fiat Automobil in Germany, as the CEO at Autogerma



SPA (today Volkswagen Group Italia) and as Executive Vice President of the Fiat Auto Group for Sales and Development of the Sales Network. He was also in charge of the Magna team for sales and distributions for the intended purchase of the brand Opel.

Inocencio González, Business Director

He holds a Bachelor's degree in Industrial Engineering (specialising in mechanics - machines) from ETSII at the University of Oviedo, and a Master's in Marketing Management from EADA, Barcelona. He has extensive international experience as a manager of product development projects, particularly in the automotive field. He has worked as a development and quality engineer for the American multinational FLUOR Corporation, as the Head of Industrial Projects and Product Develop at Continental AG in Hannover, Germany, and as the Head of Scooter Development Projects at Derbi (Nacional Motor SAU). He has been a Product Manager at Piaggio & C. SpA and has led the MIUS project (Individual Urban and Sustainable Mobility) to develop the first electrical scooter manufactured in Spain for RIEJU Motos S.A. From 2010 to 2011, he was the Director of ClusterMoto (a cluster to advance motorcycle technology), and he is also on the board of several European companies working in electrical mobility.

Javier Sobrino, Director of Operations

He earned his Bachelor's degree in Mechanical Engineering from the UPC, along with a Master's in Industrial Plant Management from the UPC as well. He has had an extensive career in the two-wheeled sector, having worked in Derbi in all the company's technical areas since 1998: as an Expert in Process Engineering, Quality Expert, Cycle Development Engineer, Series Purchasing and of Means and Services Purchasing Officer, Head of Logistics and Director of Operations. From these different areas, he has participated in the launch of 22 motorcycle projects at Derbi and has worked on projects in Asia for the Piaggio Group.



José González, Director of Design

He earned his Bachelor's degree in Mechanical Engineering from the Rensselaer Polytechnic Institute (Troy, New York, USA), another Bachelor's degree in Industrial Design from the Art Center College of Design (Vevey, Switzerland and Pasadena, California, USA) and has extensive experience in the automotive sector. José González has worked as a designer for several brands in the Piaggio Group (Derbi Mulhacén 659) and Aprilia (RSV4 Superbike, winner of the World Championship several years). He also has in-depth knowledge of the essence and designs of the Bultaco brand. At the tender age of 14, he had already won a prize for his two design proposals for Bultaco motorcycles in a motorcycle contest.

Nick Schoeps, Lead Project Engineer

He worked as the Chief Engineer at the company MotoCzysz in Portland (USA), and is a four-time winner of the TTZero race held on the Isle of Man only for zero-emissions motorcycles. He is an expert in electrical propulsion systems and battery design.

Alessandro Bifano, Head of Marketing and Communication

He has solid experience in the fields of marketing and communication. For 6 years he performed different jobs at the Piaggio Group: he has worked at the Derbi headquarters (Nacional Motor SAU) and in the Marketing Department Italy for all the group's brands (Piaggio, Vespa, Aprilia, Motoguzzi, Gilera). From 2012 to 2013, he worked as the Head of Marketing and Sales in the electric motorcycle start-up Volta Motorbikes.

Daniel Oliver Bultó, Head of Business Development

He holds a degree in Economics from the Abat Oliva CEU University and an MBA from IESE, Barcelona. He worked as the founder and General Manager of ZUKESPORT S.L., a company devoted to organising sports events, and the head of new business development in several sectors.



As a professional motorcycle pilot, he has participated in developing products (APRILIA RSV range) and raced in competitions. He has twice been the champion of Spain and the European speed champion (Superbikes). In 1999, he was awarded the Medal for Sports Merit from the Spanish Sports Council.

Other members of the engineering team

Yolanda Colás, Mechanical engineer, University Carlos III of Madrid

Adrián Martín, Electrical engineer, University Carlos III of Madrid

Other members of the team in honour of their contribution

Karl-Heinz Kalbfell (died in August 2013)
Strategic Product and Marketing Consultant

He held a variety of posts in the BMW Group, including Senior Vice President of Strategy and BMW Product Development and the Head of BMW Motorsport. As the Chairman and CEO of Rolls-Royce Motor Cars, he played a key role in the launch of the BMW motorcycle for McLaren F1 and the new Mini. In 2005, he joined Alfa Romeo and Maserati as the CEO. Since 2010, he worked with the CEO of the Lotus Group as a board member and Expert in Operational Support.

Álvaro Bultó (died in August 2013),
Board member

He is the son of Don Paco Bultó. From a young age, his passion was sports, and he was a world-class athlete in several different areas, such as motocross, trial racing, skiing and jet-skiing. He also participated in the Montjuic 24-hour race, in the Paris-Dakar race and in the Paris-Moscow-Beijing race. Furthermore, he had more than 3,000 parachute jumps under his belt. He



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was a passionate fan of numerous activities, many of them associated with the world of motorcycling and adventure sports.

He was a member of The Wild Wolf Company team and a promoter of the Wings Project, where he made world records in free-falling. He was the Director of Media Sports Marketing, a company in the Mediapro Group.



The Legend

17 May 1958: Bultaco is founded

Bultaco is the legendary motorcycle brand founded by Francisco Xavier Bultó Marqués, better known as Don Paco Bultó, in Barcelona on the 17th of May 1958, on the same day as his birthday.

F. X. Bultó founded his new brand after leaving Montesa (which he had founded with Pere Permanyer in 1944) due to this brand's decision to leave competition, as he believed that innovation in motorcycles was closely tied to the world of competition. For the name, Don Paco chose the telegraph address that he used to communicate with his family when he was travelling abroad: Bultaco.

Spirit of constant striving: A new brand in ten months

In June 1958, after leaving Montesa en masse, the group that founded Bultaco immediately set up shop in Mr Bultó's house, Masía de San Antonio. While they were organising a factory, they began to design the first motorcycle with such eagerness that the first prototype was ready in just four months.

In late February, the definitive version of the motorcycle was determined, and on the 24th of March 1959, the Tralla 101, the first Bultaco, was unveiled to the press.

Just three weeks after unveiling the Tralla 101 to the public, the motorcycle participated in its first race on Barcelona's mythical Montjuïc racetrack.



Some of the most commercially successful Bultaco models on the market

Tralla 101 (1959) – TSS (1961-1970) - Mercurio (1961-1976) - Matador (1963-1977) - Sherpa T (1965-1981) - Pursang (1965-1981) - Metralla Mk2 (1966) - Lobito (1966-1976) - El Bandido (1967) - Alpina (1971-1978) - Astro (1972-1979) - Brinco (1973) Montjuïc (1975) - Frontera (1975-1981) - Streaker (1977)

Legend in competition

- 9 world championships
- 4 European championships
- 11 Spanish championships
- 7 "Six Days of Scotland"
- 5 world records for long-distance speed

Cradle of international riders

Mike Hailwood, Jim Pomeroy, Sammy Miller, Jorge Martínez Aspar, Luigi Taveri, Ramón Torras, Barry Sheene, Sito Pons, Ángel Nieto, Don Rickman, John Grace, Carlos Cardús, Ralph Bryans, Ginger Molloy, Bernie Schreiber, Toni Elías, Salvador Cañellas

