



KTM AND HUSQVARNA MOTORCYCLES RELOCATION

21 December 2016

KTM Australia and Husqvarna Motorcycles (HQVA) will relocate its head office and warehousing facilities to Sydney early in the New Year.

The importation and distribution of KTM motorcycles has been based in Perth since 1993 when Automotive Holdings Group took over the franchise from the previous distributor.

The Husqvarna brand became part of the network in 2014.

KTM general manager Jeff Leisk said the move would benefit the network of dealerships across Australia and New Zealand.

“When we first began importing, the volume was around 400 units a year,” said Jeff. “In 2016 we are handling more than 10,000 bikes across the two brands and the market will continue to grow.”

The move to Sydney will put KTM and Husqvarna in a new purpose-built facility at Prestons in Sydney’s west designed by AHG to house its automotive corporate office and the motorcycle business.

“We look forward to being closer to the major markets and increasing our levels of interaction,” said Jeff.

“Much of our inventory has been landed in Sydney for some time,” he said.

“There will be no disadvantage whatsoever to our Western Australian dealerships but this move will allow us to better service the near-80% of our dealerships along the east coast of Australia, and it will put us closer to the vast majority of motorcycle riding activities and racing events.”

Mr Leisk said relocation of staff from the current Welshpool base will commence in February 2017 and, as some staff will not be relocating to Prestons, the Company will be seeking to recruit Sydney based staff for vacant positions as the transition occurs.

“We are thankful that staff members who will not be relocating have offered to assist in the transition to ensure there is minimal disruption to our operations,” he said.

The new purpose-built facility that will bring together management, operations, marketing, motorsports and state-of-the-art dealer training under the one roof, and will allow for increased collaboration and efficiencies.

All parts and accessories, currently based in Perth, will transition to Sydney mid-way through 2017.

“Having the parts operation based on the east coast will speed up delivery to many dealer points and will allow larger parts orders to be sent overnight to most east coast locations,” said Jeff. “The improved time zone will also benefit our New Zealand operations.”

ENDS

Contact: David Christison at AHG on 0418 959 817