

## **YAMAHA MOTOR Invests in French Company ELECTRIC MOTION SAS**

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**SAINT BRÈS, November 7 2024** - ELECTRIC MOTION, created in 2009, based in the south of France in Saint Brès, is a manufacturer of electric off-road motorcycles, for leisure and competition. The engineering, design, and production are carried out in a brand new factory.

The highly innovative motorcycles are marketed under the brand name EM, in approximately forty countries, 85% outside of France. A pioneer in the field of Trial Motorcycles, the EM brand has already won many victories, including the French and World championships titles, and has just won the last round of the FIM Trial 2 World Championship, ahead of all competing ICE (internal combustion engine) and electric motorcycles.

The company currently has around twenty employees. Its' sales have been growing for several years and has been profitable for 5 years. The founder, main shareholder and CEO, Philippe Aresten, is very happy and extremely proud that a company like Yamaha is joining the company's capital.

*«This brand has always been close to my heart, especially after having collaborated professionally 20 years ago. The avant-garde technology developed within our company is the basis of the interest shown by Yamaha Motor Company.»*

The support provided by this great company will allow Electric Motion to develop new projects, to improve all processes, while keeping its DNA as an agile, innovative company and soon ready to face the developing competition.

*«I wish to express my deep respect for all of my Yamaha interlocutors. Thanks to my team for the completion of this project which will mark a new page in the history of our company.»*



-Epure FACTOR-E in front of the headquarters of ELECTRIC MOTION-

### **ELECTRIC MOTION SAS OVERVIEW**

Representative : Philippe Aresten (CEO) - [info@electric-motion.fr](mailto:info@electric-motion.fr)

Headquarters : ZAC de Cantausseil , 86 impasse de la Pépinière, 34670 Saint Brès, FRANCE

Established : 2009

Business : Development, manufacture, and sale of electric trials and off-road motorcycles

Website : [www.em-motorcycles.com](http://www.em-motorcycles.com)