

NEWS BRIEFS

Despite a €1m equity investment by Indian electromobility company Motovolt in 2023, German "human-hybrid" two-wheeler concept designer eRockit Systems GmbH (Hennigsdorf, Brandenburg) has filed for bankruptcy. The news follows that of the failure (in bankruptcy or with production otherwise suspended) in 2024 or earlier of E-Mobility GmbH/Kumpan (Germany, 2023), e-scooter startup 'UNU' (by EMCO, Berlin, 2023), Energica (Italy), Cake (Sweden), Canadian electric snowmobile and PWC manufacturer Taiga Motors (bought by UK entrepreneur, Stewart Wilkinson in October 2024), Juiced Bikes (San Diego, USA), Onomotion (Berlin), vanMoof (NL - mostly e-cycles, subsequently acquired by McLaren F1 in UK), Arc Motorcycles (UK - at one stage financially connected to Jaguar Cars, who, BTW, have now fully abandoned ICE automotive production in favour of Electric - it won't end well!), Sondors/Metacyle (USA) the Erik Buell conceived Fuel Motorcycles (USA) and a number of other ePTW projects around Europe and elsewhere. Harley-Davidson is losing a lot of money on its LiveWire operation after a largely failed SPAC flotation and has its fingerprints on two prior e-PTW bankruptcies in the San Francisco Bay area in the form of Mission Motors (2015) and Alta Motors (2018). Some Alta staff had left to found Damon Motorcycles of Vancouver (of well-regarded 200 mph HyperSport fame). Damon recently concluded a fund-raising SPAC vehicle IPO on the NYSE (Ticker:DMN) but at the time of writing (November 20, 2024) shares were trading at less than \$2.00, well below their a target price of \$12.00 having opened at around \$5.00 at the time of the flotation. Its tough out there for the electric motorcycle sector. Since this piece was first written, there have been additions to this list of demise, not least, UBCO, a promising New Zealand enterprise that closed its doors in January.

Sources: AMD, IDN, FT, Reuters, PSB, MPN, BDN, MCV, AP, Bloomberg, MSNW, Electrek, electricmotorcycles.news, RideApart.com, Motor1.com, Cycle World, motorbikewriter.com

GET Technology supports Triumph in USA



Alonte, Vicenza based Athena's GET electronics division has been leveraging its internationally recognised technical expertise in support of Triumph Motorcycle's debut on the Off-Road racing scene in the United States this year in the recent 2025 AMA Supercross World Championship season.

This new and prestigious partnership with the Triumph Factory Racing Team - a first ever Supercross and Pro Motocross USA for the storied British motorcycle brand - will see Triumph and GET racing in the 17 rounds (January to May 2025) of the 52nd season of off-road stadium motorcycle racing in the United States.

With Champions to be crowned in both the 250 cc and 450 cc classes, concluding with the Salt Lake City round on May 10, Jett Lawrence goes into the season as the reigning champion in the premier 450SX class. The series forms the first part of the 2025 SuperMotocross World Championship.

"With over 15 years of experience in off-road racing, GET is the ideal partner for Triumph in its second season of racing in America. Triumph Motorcycles has chosen GET as both the original equipment supplier for its production motorcycles and as a technological partner for the preparation of its SuperMotocross race bikes - trusting in GET solutions designed to maximise performance and ensure reliability and precision on the track".

The Triumph TF 250-X and TF 450-RC production models are equipped with GET's ECU as standard. Additionally, optional accessories include the LC-GPA system, and the MX Tune Pro Module, along with a dedicated app developed by GET to enable



customised engine performance settings.

For off-road competition, GET's electronic pack for the Triumph 250 class includes the SX1 PRO Kit, featuring the SX1 PRO ECU with full CAN bus protocol and two pre-loaded racing maps; the SX1 Controller, a multifunction handlebar switch for real-time control of key parameters; and the SX1 Connect WiFi module for customised map settings.

It also includes LC-GPA, a patented system integrating Traction and Launch Control; SL1 Smart Logger - a device for data acquisition and in-depth race analysis; LC1-PRO a Lambda sensor kit for advanced exhaust gas analysis; lightweight and durable Lithium Batteries designed specifically for the demands of racing and a Complete Wiring Harness to ensure optimal integration of all electronic components.

"This partnership marks a milestone for GET," stated Marco Mogentale, Chief Operating Officer of GET. "We have been developing cutting-edge off-road solutions for over 15 years.

We are proud that a legendary brand like Triumph has chosen to rely on our expertise to tackle a completely new challenge in the Supercross and Pro Motocross USA. In providing not only advanced ECUs but also complete integration of the race bikes' electronic systems our mission is to ensure the best possible performance for the riders, turning every competition into a success."

For Triumph, Ian Kimber, their head of Global Racing Programmes said that "I'm really, really excited about our partnership with GET. This is a company focused on racing and its components provide riders and teams with a clear advantage. Already, in our first races since the start of our collaboration with GET, we've landed on the podium in the 2025 AMA SuperMotocross season.

"On behalf of the team, we have full confidence in GET's expertise and the parts it manufactures, which means that together we can focus on racing and chasing wins, podiums and championships."

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