

MY24 

# NEW ENDURO BIKE LAUNCH

**SHERCO**

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**SHERCO**

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# COMPANY PRESENTATION

**HEADQUARTER  
LOCATED  
IN FRANCE**

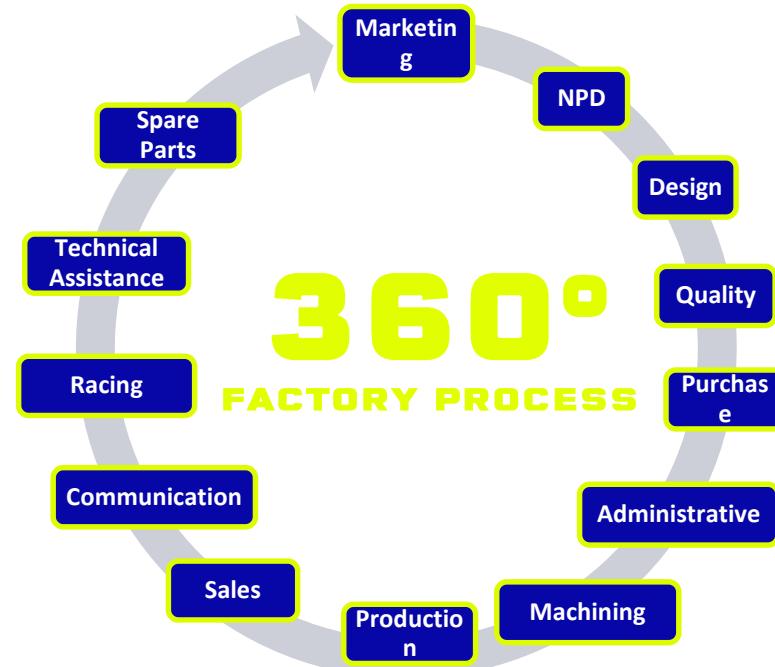


**20 000 SQUARE METER**



**360°**

**FACTORY PROCESS**



## A 25 YEAR HISTORY IN MOTORCYCLE

**1998  
SHERCO  
CREATION**

**1999  
TRIAL FACTORY  
IN SPAIN**

**2002  
HRD  
PURCHASE**

**2003  
ENDURO  
FACTORY  
IN FRANCE**

**2009  
SCORPA  
PURCHASE**

**2017  
NEW  
FACTORY**

**2020  
TRIAL FACTORY  
IN FRANCE**

**SHERCO**

# KEY NUMBERS : SHERCO GROUP

**5** COMPANIES



**5** BRANDS



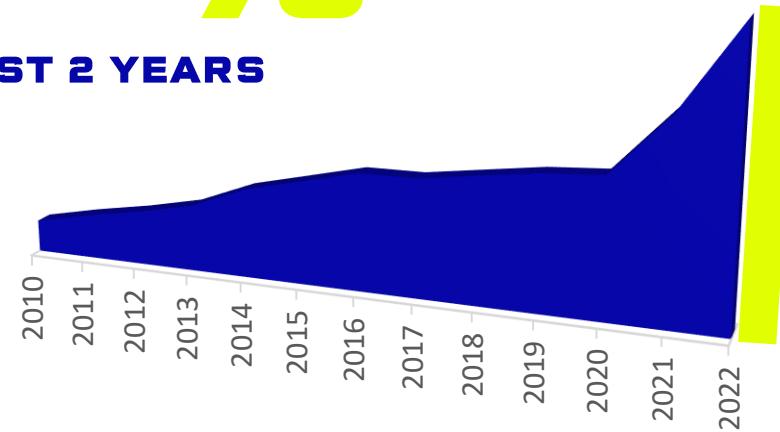
**180** EMPLOYEES



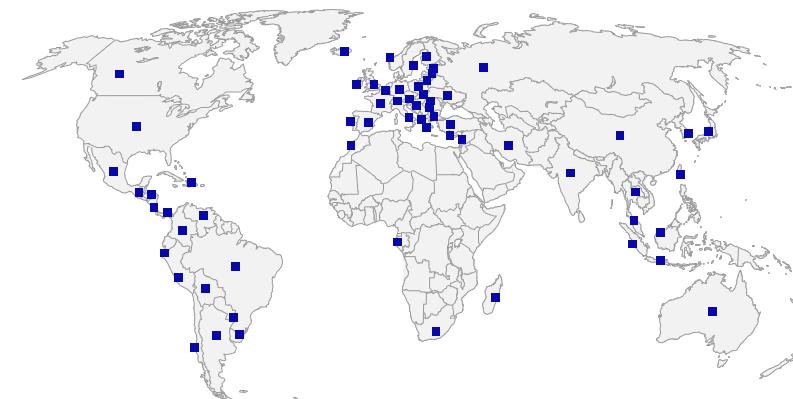
**AMAZING GROWTH**

**+107 %**

**GROWTH OVER THE LAST 2 YEARS**



**86 COUNTRIES**



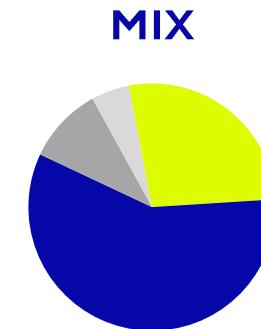
**1100**

**DEALERS**

**+825 %**

**GROWTH OVER THE LAST 12 YEARS**

**5 CONTINENTS**



Continent	Color
NORTH AMERICA	Yellow
EUROPE	Dark Blue
LATAM	Grey
ASIA	Light Grey
AFRICA & MIDDLE EAST	White

## PRODUCT RANGE

**60 MODELS**

**SHERCO'S RANGE OF MOTORCYCLES INCLUDES MORE THAN 60 MODELS IN DIFFERENT SEGMENTS :**

- **ENDURO**
- **SUPERMOTO**
- **TRIAL COMP**
- **TRIAL LEISURE**
- **50CC**

**THE DISPLACEMENT FROM 50CC TO 500CC**

**FOR ALL USES FROM DIRT TO ROAD,  
FROM COMPETITION TO EVERYDAY USE.**



**SHERCO**

# CLASSIC ENDURO TEAM

## AWARDS

**31**

NATIONAL TITLE

IT / FR / ES  
DE / GB / BE / NZ



**WORLD  
ENDURO  
CHAMPION**

(YOUTH / JUNIOR 162 /  
ENDURO GP)



**SHERCO**

# CLASSIC ENDURO RIDERS & RESULTS



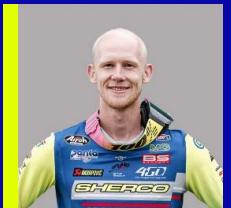
## ZACHARY PICHON – 250SE

- 2021 FORMER MX GP RIDER
- 2022 JUNIOR ENDURO GP CHAMPION
- 2022 JUNIOR OPEN SPANISH CHAMPION



## ANTOINE MAGAIN – 300SE

- 2020 E3 FRENCH ENDURO CHAMPION
- 2022 E1 SPANISH ENDURO CHAMPION



## HAMISH MACDONALD – 300SEF

- 2019 YOUTH 125CC ENDURO GP WORLD CHAMPION
- 2020 JUNIOR ENDURO GP WORLD CHAMPION



## MORGAN LESIARDO – 300SE

- 2021 FORMER MX GP RIDER



## WIL RUPRECHT – 300SEF

- 2022 E2 WORLD CHAMPION



## JULIEN ROUSSALY – 300SE

- 2021 SX2 FRENCH CHAMPION



## JEREMY SYDOW – 250SE

# 2023 ENDUROGP RACING PROGRAM

ITALY  
31 MAR/2 APRIL

SPAIN  
5/7 MAY

FINLAND  
26/28 MAY

SWEDEN  
1/3 JUNE

SLOVAKIA  
30 JUNE/2 JULY

PORTUGAL 29  
SEPT/1 OCT

CHINA  
L 6/8

**SHERCO**

# PARTNERS

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## MAIN PARTNER

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## RACING PARTNER

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## ENDURO PARTNERS

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