

MY24 

NEW ENDURO BIKE LAUNCH

SHERCO

MY24 

NEW ENDURO BIKE LAUNCH



SHERCO

► INDEX

- 4** COMPANY PRESENTATION
- 5** KEY NUMBERS
- 8** PRODUCT RANGE
- 9** RACE TEAM
- 11** PARTNERS



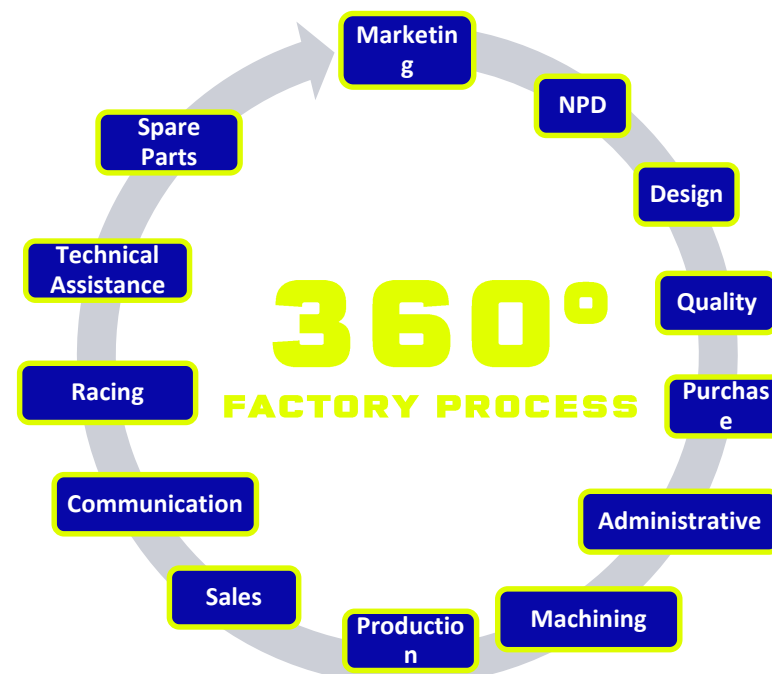
SHERCO

COMPANY PRESENTATION

**HEADQUARTER
LOCATED
IN FRANCE**



20 000 SQUARE METER



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



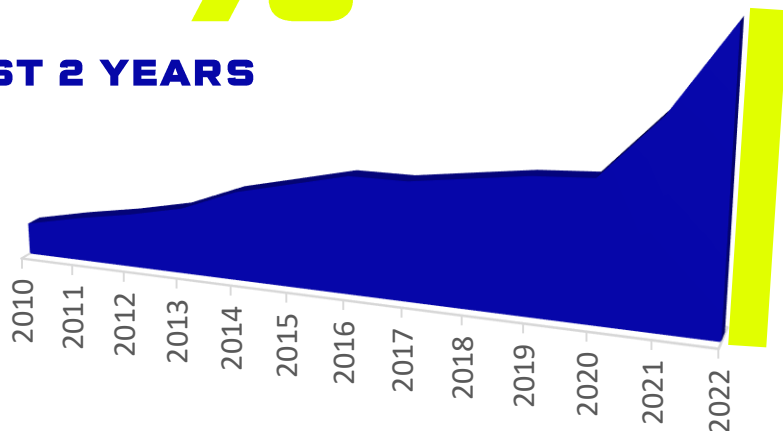
AMAZING GROWTH

+107 %

GROWTH OVER THE LAST 2 YEARS

+825 %

GROWTH OVER THE LAST 12 YEARS

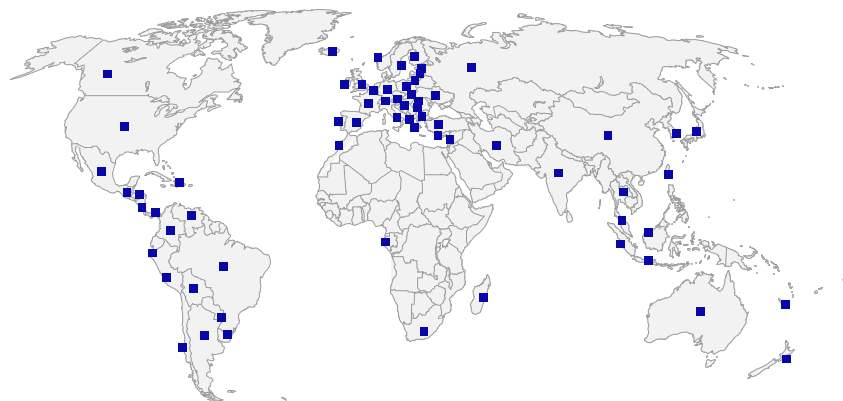


5

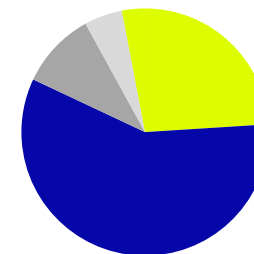
CONTINENTS

86

COUNTRIES



MIX



NORTH AMERICA EUROPE
LATAM ASIA
AFRICA & MIDDLE EAST

SHERCO

1100

DEALERS

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

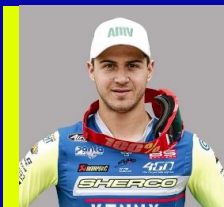
ENDURO
CHAMPION

(YOUTH / JUNIOR 1&2 /
ENDURO GP)



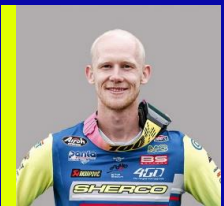
SHERCO

CLASSIC ENDURO RIDERS & RESULTS



ZACHARY PICHON – 250SE

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



HAMISH MACDONALD – 300SEF

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



WIL RUPRECHT – 300 SEF

- 2022 E2 WORLD CHAMPION



JEREMY SYDOW – 250 SE



ANTOINE MAGAIN – 300SE

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



MORGAN LESIARDO – 300SE

- 2021 FORMER MX GP RIDER



JULIEN ROUSSALY – 300 SE

- 2021 SX2 FRENCH CHAMPION

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

L

6/8

SHERCO

PARTNERS

MAIN PARTNER



RACING PARTNER



ENDURO PARTNERS

