



Press Release

IT'S ALREADY DRAGSTER MANIA! Fever raises in Japan for new Italjet Urban SuperBike

**Japanese importer has already decupled its orders for the 125/200 scooter made in Italy.
First DRAGSTER will be manufactured in Italy starting from May**

Castel Guelfo di Bologna (BO), February 4th 2020

Elected by **Forbes International** as one of the top 5 scooter **“you should drive in 2020”**, **DRAGSTER 125/200** has already become **the vehicle “must have”** everyone can't wait to drive, because of the ingenious and unmistakable style of **Italjet, historic Italian brand** known worldwide for its innovative and cutting-edge products, able to dare, amaze and anticipate future.

DRAGSTER mania has already broken out in Japan. *“Requests from Far East are growing exponentially. Japan is now becoming one of the markets with the greatest potential for our business. Having considered interest aroused by this new model, our partner has decupled orders compared to first forecast.”* comments Sandro Caparelli, Italjet Sales & Marketing Manager *“Export will play the main role in DRAGSTER sales. 90% of production will go to export markets, amongst which most important are Japan, Taiwan, Korea, Indonesia, Philippines for Far East, Germany and UK for Europe. In next weeks we will show DRAGSTER at some of most important Motorcycle exhibitions, like “Tokyo Motorcycle Show” in Tokyo end of March, IIMS Indonesia International Motorshow” in Jakarta and “Vive la Moto” in Madrid in April.*

Massimo Tartarini, President and CEO of Italjet declares with a hint of satisfaction *“We are really proud that a country like Japan, homeland of the 2 wheels, is becoming crazy for our DRAGSTER; furthermore worldwide recognition given by an authoritative magazine like Forbes confirms that we have been able to design a vehicle with unique technical and design characteristics. But Japan is not a single case: DRAGSTER is expected in every part of the world. First Edition series of 499 units numbered and certified that has been offered to all DRAGSTER fans is now SOLD OUT and bookings came from more than 20 different countries. Now the wait is about to end: DRAGSTER production will start in May.”*

Press kit and images of new DRAGSTER are available in press area at www.italjet.com

Italjet S.p.A

Since 1959 Italjet it's synonymous of passion for innovation, mechanics and engines. Renowned in the world for models that made 2 wheels history, the Company confirms its position as reference of style, manufacturing quality and design. An Italian excellence with glorious history, whose models have been sold over 48 countries in the world, offering high performances and outstanding vehicles, full of personality and originality.

ITALJET S.p.A

Paola Maina

Ufficio Stampa e Relazioni Esterne / Press Relation

E-mail: press@italjet.com - cell: 347/6713167