



Press Release

## **Horex manufacturing plant ready to start**

### **Birthplace of the VR6 Roadster**

**Horex, Germany's new motorcycle brand, is autonomous in terms of technology, design, marketing concept – and production. The VR6 Roadster will be manufactured to the highest quality standards at the new Horex factory in Augsburg.**

Manufacturing is scheduled to start within the next few weeks. Following six months of in-depth planning and detailed preparations, the Horex factory in Augsburg is ramping up for series production of the new VR6 Roadster. Component parts for the new six-cylinder bike from Germany will be assembled at four sequential workstations. The frame and chassis are put together in the first step before the engine, electrical system, electronics and other parts are added. This assembly approach is based on the traditional 'one man, one bike' manufacturing principle. One mechanic builds a complete bike from start to finish: from the first frame bolt to final testing on the in-house roller dynamometer.

Looking beyond hands-on assembly, the entire Horex manufacturing concept focuses on highest quality. Production workers document each process step at the assembly stations on a PC. This key aspect of quality assurance provides the basis for certification according to ISO standards, which is currently underway at the Horex plant. "From the very beginning, our goal has been to ensure as much as possible that Horex



manufacturing operations meet the high quality standards set by the German automotive industry," explains Horex CEO Clemens Neese. "We consistently work to these standards and demand the same from our suppliers." All outsourced components for the new Horex VR6 Roadster come from reputable suppliers based primarily in European countries. The heart of the new bike, the VR6 engine, is supplied by engine specialist Weber from Markdorf near Lake Constance.

The planning of unit production numbers is also based on the 'quality over quantity' paradigm. "In the beginning, we will produce only a few bikes a day," says Neese. "Once we are certain that these motorcycles meet our high standards and all operations are running smoothly, we will gradually increase our production quota." Horex remains true to its autonomous approach in this area as well. The factory only builds pre-ordered bikes. In other words, every bike built in Augsburg is custom-configured for its future owner. The focus is always on the manufactory concept.

HOREX PR

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