

Biandronno, 2012 June 4

## **New Husqvarna Motorcycles importer in South Africa**

Husqvarna Motorcycles, a BMW Group company, is proud to announce that CMH Marine and Leisure, a division of Combined Motor Holdings (PTY) Ltd. will be the new official importer and distributor for South Africa, Namibia and Lesotho.

*“South Africa is one of the most important future markets for Husqvarna Motorcycles; having CMH as a partner is a great opportunity for us to develop and expand the Husqvarna network giving our customers premium support and service”* declared Max Kalbfell, Sales And Marketing Manager of Husqvarna Motorcycles.

Rob Holder, General Manager, BMW Motorrad SA has supported the agreement between Husqvarna and CMH and is quoted *“I am confident that the Husqvarna brand will make a substantial impact in the South African motorcycle market and wish Husqvarna Motorcycles every success for the future. I would also like to take this opportunity to congratulate CMH Marine and Leisure on being awarded the Husqvarna franchise for South Africa.”*

Fred Fensham, General Manager, CMH Marine is enthusiastic about the agreement signed: *“The excitement of expanding our leisure division with such a quality brand is huge for us, and will compliment and endorse our current business. With this link to the leisure market in SA, and an understanding of the trends, dealer network and support structure required to launch and grow the Husqvarna Motorcycles brand in SA, the future growth and establishment of the brand is very exciting!”*

The launch date has been set for July 26 and will include a full roll out of a new and high profile dealer network covering all the major centres in SA.

For further information please contact Fred Fensham, General Manager, CMH Marine and Leisure on 011 462 4390 or at [fredf@cmh.co.za](mailto:fredf@cmh.co.za)

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## **Husqvarna Motorcycles. Tradition on two wheels since 1903.**

Husqvarna Motorcycles, a part of the BMW Group since October 2007, is widely known and respected in the off-road world for a heritage of competition and numerous Motocross and Enduro World Championships. Originally founded in Sweden in 1903, Husqvarna motorcycles have been designed and manufactured in Varese, Italy since 1987.

### **■ HUSQVARNA MOTORCYCLES S.R.L.**

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