



## For Globetrotters and Beach Boys: Brixton Motorcycles with two new concept bikes at EICMA 2022

Press release, 8 November 2022

Gedersdorf/Krems, Austria | Milan, Italy

**Brixton Motorcycles surprises again at the EICMA – the Layback and Storr concept bikes are examples of the young Austrian motorbike brand's unorthodox approach and creative freedom.**

Just five years ago, the first vehicles from Brixton Motorcycles were delivered to dealers. Shortly after the early 125cc models, the first quarter-litre machines followed, before Brixton's first mid-range motorbike, the Crossfire 500, went on sale in 2019. Finally, in 2022, series production of the long-awaited Cromwell 1200 began, and just these days, the brand slogan "Any direction, as long as it's your own" is once again being demonstrated at the EICMA with two new concept bikes.

### **Brixton Storr: Indestructible boulder from the north of Scotland**

The name *Storr* comes from the rock formation with the same name on the Isle of Skye in Scotland. The rugged landscape from the rough north is similar to the wild design of the adventure bike. The Storr is the first model that Brixton has developed in collaboration with the Salzburg-based design studio *R!de*. It features the much-praised engine from the Crossfire 500 series, which is now also known for its exceptional stability. The Storr is radically utilitarian, everything about it serves a purpose – from the high windshield and forward-sloping tank shoulders to the long pillion holder ears and backpack-style rear rack. Whether the unpolished appearance of the concept will make it into series production remains to be seen – in the past, at any rate, Brixton has always sent its design concepts into series production to a large extent.

### **Brixton Layback: Relaxed beach cruiser with electric motor**

The Layback concept is much more relaxed. Brixton borrows from the world of skateboarding and surfing, as it did with the BX 125 SK8 with skateboard holder – but here, in the case of the Layback, in a completely different way. *Layback* refers to a surf move in which the surfer leans far back on the board. A deeply relaxed posture is also inscribed in the concept. The Layback is a bike unlike any other at this year's EICMA. It is the first Brixton with an electric motor, the wide battery pack is supported by massive steel tubes and is installed as low as possible – on top: a carrier bag and

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draped on the seat a beach towel. It is obvious that Brixton wants the Layback to be as relaxed and unobtrusively quiet as possible on the beach – it's a two-wheeled beach cruiser with an electric motor and a completely casual motorbike that does not want to take itself too seriously.

### **Entire 2023 model range in Milan**

Brixton's trade fair appearance can also be seen as an exhibition of performance. The very first 125cc prototype from Brixton stood right here at the Milan motorbike show in 2015. Today, the company has long been at the top of the eight-litre class in terms of registrations and has meanwhile expanded its engine capacity to a massive 1,222 cc and its range of vehicles to an impressive 15 models – not including the Storr and Layback concept bikes.

### **Two design lines and a small glimpse into the future of Brixton**

The last two models to go into series production were the Cromwell 1200 and the Crossfire 125. They are also the models that exemplify the two design lines at Brixton Motorcycles: With the Cromwell, the company wants to continue to carry classic design with British influences all over the world, and with the Crossfire series, it wants to build exciting and timeless motorbikes. The fact that the young motorbike brand will probably not be able to be reduced to the terms "retro" and "modern" in the future is indicated by the two latest concept bikes as well as Brixton's central statement at the trade fair, the slogan will continue to be understood as the brands core and will be lived together with the Brixton community.

### **About BRIXTON MOTORCYCLES**

*"Any direction. As long as it's your own". This was the motto under which the Austrian KSR Group presented its new brand BRIXTON MOTORCYCLES at the international motorbike trade fair EICMA in Milan in 2015. Anti-authoritarian and non-conformist, classic but without any kitsch and instead equipped with state-of-the-art technology – with these ingredients, BRIXTON MOTORCYCLES started series production in 2017. Brixton motorbikes are exported to around 40 countries worldwide and in many of these countries Brixton is already one of the most popular 125 cc and 250 cc manual motorbikes. At the KSR Group's design and development centre in the Krems-Gedersdorf business park (Austria), work is continuously being done on the further development and expansion of the model range.*

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