

# KTM

Evelyn Jüri

**Brief history**

- KTM (Königssee Technische Maschinenbau) founded in 1931
- In 1971 KTM (Königssee Technische Maschinenbau) founded KTM (Königssee Technische Maschinenbau) AG
- In the year 1981 it was founded as a public company in Austria

**Development**

KTM is known for its off-road motorcycles. Although in recent years it has expanded into street motorcycle production and also developing a sports car

**Competitors**

- Honda
- Kawasaki
- Yamaha
- Suzuki
- ... and so on

**Products and services offered: Motorcycles**

- Production of KTM motorcycles and related accessories
- KTM (Königssee Technische Maschinenbau) AG
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**My possible position and responsibilities**

- Head of the press
- Production manager
- Boss

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# KTM

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**Brief history**

- KTM (Karl Trostler Maschinenbau) founded in 1931
- In 1974 KTM (Karl Trostler Maschinenbau) was renamed to KTM (Karl Trostler Maschinenbau AG)
- In the year 1981 it was founded as a public company in Austria

**Development**

KTM is known for its off-road motorcycles. Although in recent years it has expanded into street motorcycle production and also developing a sports car.

**Competitors**

- Honda
- Kawasaki
- Yamaha
- Suzuki
- ... and so on

**Products and services offered: Motorcycles**

- Production of KTM motorcycles and other vehicles
- KTM (Karl Trostler Maschinenbau AG)
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## Name and location

- KTM - Sportmotorcycle AG
- Type - corporation
- Industry - Motorcycle
- Headquarters - Mattighofen, Austria
- Slogan - Ready to Race
- Website - [ktm.com](http://ktm.com)



## Brief history

- KTM Sportmotorcycle started operation in 1992.
- In 2004 KTM Sportmotorcycle was renamed KTM-Sportmotorcycle AG.
- In the same year it started production of Duke series of road motorcycles.

# Products and services offered. Markets

In present KTM-Sportmotorcycle AG has the following subsidiaries:

- KTM-Racing AG
- KTM Events & Travel Service AG
- KTM Dealer & Financial Services
- Husaberg AB
- Husqvarna



# Competitors

- Honda
- Kawasaki
- Yamaha
- Suzuki
- ... and so on



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# Development

- KTM is known for its off road motorcycles though in recent years it has expanded into street motorcycle production and also developing a sports car.



# My possible position and responsibilities

- Head of the press
- Production manager
- Boss