

Antoine Masson has joined Birel ART Group as Head of the Rental Department, an area in which the Italian brand intends to significantly develop its business in the coming months.

"We have done a lot of work in the Rental sector for a few years now, with the arrival of Nicola De Cola," explains Ronni Sala, President of Birel ART Group. "We now have a wide range of highly competitive modern products. In addition, we have strong attributes regarding the use of electric motors. Thanks to his great knowledge of leisure karting, Antoine Masson will be able to breathe new life into the international distribution of our brand."

Nicolas Todt, a major shareholder of the Birel ART Group, is also delighted by the recruitment of Antoine Masson: *"He is a valuable element with great commercial experience. It will bring us knowledge that has probably been lacking until now to market our Rental products. We have ambitious plans in this sector over the next two years."*

At 43, the Frenchman Antoine Masson has a lot of experience in the field. Educated at a Business School in Bordeaux, he has worked at the Manitou group, the world leader in off-road forklifts. *"My international career went through several stages, first in Germany and in Europe, then in Canada where I created a subsidiary, then I became responsible for South America, before returning to France as Vice-President of Marketing, Industry Division. My skills range from products to distribution networks."*

"I also have a deep knowledge of leisure karting. I am ha-

ppy to take on a new challenge with Birel ART. The Italian brand has a long history of success in competition, racing is part of its DNA. From these recognised skills it has developed a complete range of Rental products that are very interesting. The partnership with the American company Zero Motorcycles is very promising for the electric kart, which is on the rise. With its line of light leisure karts, equally easy and pleasant to drive, Birel ART has strong arguments to find its place in a constantly developing market."

"In karting, the gap between sport and leisure is shrinking significantly. It is a part of the sport that can very well be taken into account by a company like Birel ART. I am convinced that the attraction for this area will also grow strongly through societal change, especially as electrical propulsion aligns with increased respect for the environment."

"We are fortunate to have many well-established branches around the world. We can rely on our current Racing distributors to build that of Rental. My role will be to orchestrate all the energies already in place at Birel ART to develop the activity with a well-structured rental distribution network. There are many interesting short, medium and long term challenges in this industry and I look forward to taking action!"

