

TVS establishes global CoE in Italy with new acquisition

Our Bureau
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TVS Motor Company has established its global Centre of Excellence (CoE) for design and engineering in Bologna, Italy with the decision to acquire 100 per cent ownership of Engines Engineering S.p.A., an Italian automotive design and engineering powerhouse known for advanced prototyping, innovation in high-performance motorcycles, and deep experience in MotoGP racing.

The company in an announcement to the stock exchange said the cost of acquisition is €5.05 per share, amounting to a total consideration of €50,50,000 to acquire 10,00,000 equity shares (100 per cent).

The CoE is designed as a concept-to-product innovation hub integrating Engines



Sudarshan Venu, Chairman, TVS Motor Company

Engineering's expertise with TVS Motor's global R&D capabilities. "By uniting diverse engineering teams and expanding access to global talent pools, the CoE will significantly enhance the company's speed to market, product differentiation and technological leadership," a statement said.

NEW CAPABILITIES

The centre will add new capabilities to Norton Motorcycles, the company's iconic

British marque, supporting its ambition to craft modern luxury motorcycles with cutting-edge performance and design, it added.

Sudarshan Venu, Chairman, TVS Motor Company, said, "The new Italian global CoE marks another milestone in strengthening our capabilities. By combining the creativity and racing expertise of Engines Engineering with our engineering and design strengths, we are expanding our ability to deliver premium, connected, and electric vehicles that set new global benchmarks."

The company said that with this initiative, TVS Motor will be able to reduce product development cycles, enhance design flexibility, and expand its premium portfolio, including high-displacement motorcycles, advanced scooters, and new electric mobility platforms.