



SIMPLY BEAUTIFUL & GENUINE

The world cannot go on without longing for FUTURE and PERFECTION, without new ambitions, ideas and projects, without experiencing new emotions and expectations and nevertheless without achieving concrete and profitable results.

RIZOMA has always looked only ahead and has always been sensitive to the world's dynamics and changes. We started up with a idea to thrill others around us, always coming up with innovations and surprises, which can't leave anyone indifferent.

PASSION not only for motorcycling, but for LIFE in general, has inspired us to create a Product for passionate people able to appreciate and live fully every single moment of their existence.

RIZOMA is a modern and prospective art studio where a simple emotion is being transformed into an aluminium object, which is never cold and static, but endowed with a lively human soul.

There is a long mental and technological process behind this personification... Plenty of sleepless nights, an endless exchange of feedbacks, ideas and sketches...and at last a project is conceived. Afterwards, a touch of our R&D designers combined with the use of the most sophisticated technologies available today (such as CATIA V5 software, used by the aviation industry) gives birth to an unmarked creature with still unrefined shapes and lines. A creature that needs affection and care to turn into a new RIZOMA masterpiece.

From R&D to the Prototype workshop...and a computer screen image is brought into life, a RIZOMA “chrysalis” is born...a number of tests and alterations and you have a distinct PREMIUM PRODUCT in front of your eyes. Simply BEAUTIFUL and GENUINE.



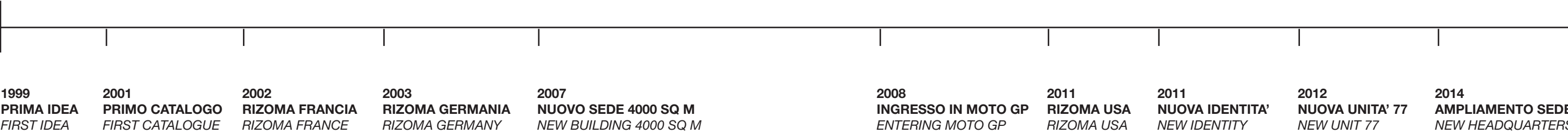
HISTORY OF THE BRAND

“Rizoma was born in a beautiful way without even knowing it.
About 15 years ago a friend of mine was looking for an aesthetic component for his bike.
So, I thought “What if we try and create it for him?”
It was not so easy to understand how, but we already had an idea and a strong desire to try.
This is how our first motorcycle component was designed and manufactured.
The same desire and patience, put into the first product, is inside everything we produce today.”

Fabrizio Rigolio
CEO Rizoma

That could have been the beginning of the story, which in just about 15 years
has transformed the passion and creativity of two brothers Fabio and Fabrizio Rigolio (General Manager and
CEO of Rizoma) into a Premium Brand of motorcycle accessories and design products, made of exclusive
quality materials, such as aluminium and composite fibers.

Over the years, the two brothers have managed to build up a young and dynamic team able to manufacture
and trade worldwide the objects, which impress everyone with their elegant and original design and with their
maniacal quality .





LOCATION AND MANAGEMENT

The Company is located in the surroundings of Milan, the world's heart of Fashion and Design. You feel this influence in every small detail of any RIZOMA product and in every corner of the RIZOMA factory.

The Company is privately owned by a family, business being run by two young brothers keen on design, racing, various kinds sports (bicycling, swimming, etc), good wine and food. The brothers are truly energetic and ingenious, always full of ideas and ready to face new challenges. Rizoma employees are really lucky to be motivated by such democratic and resourceful owners, we never get bored here at RIZOMA! The atmosphere is friendly and professional, we all have plenty of things to do and that keeps us busy, time just flies here!



PRODUCTS

It is almost impossible to believe that 15 years ago RIZOMA could amaze its enthusiasts just with a small collection of elegant motorcycle mirrors...

and today we can boast a range of more than 1500 stylish and functional accessories for the world's most popular makes and models, for naked, super sport and custom bike segments.

Our motorcycle accessories are both universal and specific (plug and play); in the last years we have also started to develop a Racing product segment and have been involved in the cooperation with various OEM's. In May 2012 Rizoma presents the innovative Metropolitan Bike 77|011 dedicated to those who love style and technology.

A unique commodity, ideal for navigating urban environments with style, the 77|011 has changed the rules and the concept of motion, adapting it for contemporary culture. Technically advanced and durable, the most compelling feature of Rizoma's newest addition is its multi-functionality.



COMPANY UNITS

All components are designed, manufactured, packed and prepared for dispatch inside RIZOMA Headquarters in Milan, Italy.

RIZOMA building is composed of four units:

Reception, sales and administration offices

By the Company entrance your breath is taken away at once by an aluminium sculpture of a bike called “ANIMA” (translated in English from Italian as “SOUL”), which symbolizes aspiration for PERFECTION and is embodied with a RIZOMA creative soul.

The sculpture is made of one solid block of billet aluminium (original weight 4 tons) and weighs about 2 tons.

R&D, area, Assembly workshops & Warehouse (stock and dispatch)

R&D, a true experimental laboratory that allows exploration of all phases of design and development.

Assembly workshops - All bits are being assembled by hands of our staff members.

This manual assembly allows you to perceive its human warmth and talent embodied in every RIZOMA part.

Warehouse (stock and dispatch) - As a rule, 80% of RIZOMA products are in stock and our expert staff prepares and ships your parcels in no time at all!

Production facilities

It's truly astonishing how a solid aluminium block is transformed into a body of a mirror or a grip or any other raw product...

Product packaging department

In 2011 a new packaging has been introduced. The RIZOMA product has become even more elite and valuable, packed into a stylish black box, which perfectly reflects the RIZOMA quality, dedication and exclusivity.

Behind each phase of RIZOMA product development there are young, passionate and talented people who keep growing and gaining experience together with the Company.



WORLDWIDE SALES STRATEGY

We are a truly International company: Rizoma operates worldwide and our staff speaks various foreign languages: Italian, English, French, Spanish, German, Russian. The Brand's journey to become world-famous began a long time ago. RIZOMA has official sales offices in Italy, Germany, France, Spain and the USA (with a showroom in Beverly Hills).

The International Sales office is located at the Rizoma Headquarters. We are not looking for a distributor of our products in any country. We design, produce, warehouse, pack and ship our products at/from the Headquarters in Italy. Working directly with the dealers enables us to know most of the dealers personally and to focus on building up strong business relationships. We also prefer to support our dealers directly with all the sales information, technical drawings, spare parts and all the necessary after-sales service activities, as well as with our marketing material (leaflets, catalogues, stickers, etc). Moreover, we develop special events/showbikes/advertising activities together with the most enthusiastic dealers, we are open for your comments and always available for any kind of assistance and not just an indifferent overseas manufacturer with closed doors. We prefer to receive direct feedback from our dealers and we always listen to our customers to improve further for THEM.



Worldwide Marketing tools and activities

Website Rizoma.com has always been a reference and consultation tool for all our dealers and fans. Being constantly updated, this “digital window” on the RIZOMA world, always keeps you informed about the market previews and allows you to deepen technical knowledge on the products.

Catalogue / Motorcycles It is updated and released at the beginning of each year. 2.300 grams of the new and substantial volume: 256 pages, which are more than just a practical consultation tool. Those who get it, finally become its collectors.

Display Stand The best way to showcase the RIZOMA product is a display stand. It is an absolutely necessary tool for a successful sales that allows for a professional presentation, which will separate RIZOMA product from the competition and show your customers that your dealership is serious about quality.

RIZOMA Media Kit Becoming a Rizoma Unit 77 Partner you can receive the official Media Kit, an important tool for your communication, with all the necessary to promote in the best way the product and increase the visitors flux online and in store.

Worldwide Marketing tools and activities

Advertising and cooperation with press We cooperate with the most popular International magazines and websites.

Shows and Expos RIZOMA exhibits at two largest European Shows:
EICMA held on an annual basis in Milan (Italy)
INTERMOT held every two years in Cologne (Germany)

Cooperation with MotoGP and SBK Teams The RIZOMA cooperation with motorcycle racing teams at the highest levels is an essential component in transferring knowhow to the final product, for the best results in performance, reliability and safety.

The RIZOMA Company Story cannot be concluded here, as it is constantly changing and growing. FUTURE and PERFECTION are our targets, new ideas and projects are our means to achieve the targets and our major satisfaction is giving our business partners the possibility to trade profitably with the fruits of our long-term work and dedication. RIZOMA Premium products.

