

#### PRESS INFORMATION

# **EVO MY 2024**

## **EVOlution Trial**

The 2023 racing season is drawing to a close, and the Beta Factory Trial Team is determined to achieve the best possible results with its riders: like Matteo Grattarola, who is proving his ability in the top class following his return to the Beta team for the remainder of the 2023 season.

The tried and tested technical package, provided by the manufacturer from Rignano sull'Arno, Italy to its riders and all enthusiasts of the brand, which has seen advances over time thanks to feedback from Factory Riders, has confirmed itself to be a winner, and is returning to the market with the addition of a new functional component – the electronic key.

Beta is therefore launching the **EVO My 2024** with an original graphical release with a refined aesthetic impact that makes this new model both judiciously racing-styled and elegant.

The skilful use of red, in this case used to enhance the grey coloured base instead of as a primary element, exalts the bike's volumes and embellishes the original aesthetic appearance of the vehicle. The mill-finish aluminium swingarm and frame emphasises the bike's strong links with racing, where the materials are pure and everything is designed for maximum performance.

Thanks to the innovations introduced with the previous Model Year, which make the EVO range stand out right at the top of the Trial sector, all recent additions to the bike are confirmed for 2024, with updates however to the aesthetic impact, with new graphics which are released from the traditional Beta red.

The main new feature from the point of view of the equipment involves the introduction of the electronic key which plays a dual role, combining the more traditional passive bike and rider safety function traditionally represented by a Kill-Switch with an innovative anti-theft function.

The EVO range is one of the most extensive in this class, and continues to offer a total of six different models, each with its own character and able to meet the needs of all riders, raising the potential and level of enjoyment that each experience:

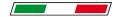




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Evo 80 2 Str Junior/Senior	Evo 125 2 Str	Evo 250 2 Str
The Evo 80 is the ideal bike for	The smallest homologation-	This is the ideal bike for riders
newcomers to the sport. The	ready bike in the range. Light	looking for an agile and easily
Junior version is by far the	and agile, this is perfect for	controllable 2-stroke, with a
easiest bike to use for young	young riders moving up from	more docile temperament and
riders learning on a gas-	lesser classes and making their	with slightly less power and
powered trial bike for the first	first forays into more serious	torque than the range-topping
time. The Senior version on the	competitions. The benchmark	model. The Evo 250 is ideal for
other hand is an intermediate	bike in its class. The engine	the amateur looking for class-
step between the smaller bike	delivers enough performance	beating performance combined
and the bigger 125 model,	to overcome any obstacle in	with precisely manageable
sharing the same wheel size	safety, while still being fun and	power and impeccable
with the latter while keeping	easy to handle.	Rideability.
the intuitive manageability of		
the 80cc engine.		
Evo 300 2 Str	Evo 300 2 Str SS	Evo 300 4 Str
The 300 2 Stroke is the leader	With SS standing for "Super	The 4-stroke model also boasts
- Cil   A   - 1 - C   C		
of the class. A bike for lovers of	Smooth", this is the model	an engine capacity of 300 cc,
big capacity engines with	with the broadest appeal in	and strikes the perfect balance
big capacity engines with impressive torque at all engine	with the broadest appeal in the whole 2-stroke range. A	and strikes the perfect balance between performance,
big capacity engines with	with the broadest appeal in the whole 2-stroke range. A bike that extremely fun to ride	and strikes the perfect balance between performance, tractable engine power and
big capacity engines with impressive torque at all engine	with the broadest appeal in the whole 2-stroke range. A	and strikes the perfect balance between performance,
big capacity engines with impressive torque at all engine speeds, and the perfect base	with the broadest appeal in the whole 2-stroke range. A bike that extremely fun to ride with all the main traits of the biggest Beta engine - the 300	and strikes the perfect balance between performance, tractable engine power and
big capacity engines with impressive torque at all engine speeds, and the perfect base for competing at the clubman or pro levels. The size of both the frame and the engine have	with the broadest appeal in the whole 2-stroke range. A bike that extremely fun to ride with all the main traits of the biggest Beta engine - the 300 cc unit - but with a softer	and strikes the perfect balance between performance, tractable engine power and overall usability. This engine embraces a completely different approach to riding than its 2-
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# **New Features for the Entire Range:**





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• Electronic Key: this new electronic device holds an exclusive European patent awarded to Betamotor (EP3064405B1), and provides an anti-theft function as well as protecting the bike and its rider. The electronic key is a two-part component: one part remains fastened to the bike's handlebars, while the other is magnetic (worn by the rider with a cord around their wrist), activating a mechanism in the event they are disconnected.
The device, which was recently introduced for the first time on a Beta model with the Xtrainer My 24, fulfils the function of a Kill-Switch for the safety of both bike and rider, shutting off the bike when the magnetic contact point connected to the rider's wrist and the handlebar is disconnected.
Unlike a normal Kill-Switch, however, the new electronic key also incorporates an anti-theft function, preventing the bike from being started when disconnected, thanks to coding which uniquely links

Greater protection for the bike and rider, in a single solution exclusively patented by Betamotor; for the first time as standard equipment.

Evo My 2024 also retains all the recent additions to the vehicle in the various engine sizes, which confirm the functionality of the tried and tested technical package, more specifically:

the bike to the key, protecting against theft of the vehicle when it is left unattended.

- Redesigned radiator grille: as well as optimising the air flow, it also boasts a greater protective surface in the cap and radiator body area, to prevent these components from sustaining damage from impacts with branches, stones or in the case of a fall.
- Tank cover: the shape envelops the frame and allows all the cable routing to be covered, for a clean and more orderly look. The mapping switch is also located inside it. It is, indeed, worth remembering that the EVO offers a choice of two different engine maps that the rider can select with a convenient button on the tank cover. This location makes the button easy to reach while offering protection against knocks and unintentional operation, while an LED indicator lets the rider immediately identify which map is currently in use.
- Rear shock: the EVO shock comes complete with all the adjustments a rider needs to tailor the bike and identify the ideal set-up but, with the latest evolutionary step implemented, the bike is significantly improved in terms of its progressiveness, responsiveness and damping.

The innovations introduced to the largest displacement two-stroke models (250/300) also include:

- Crankshaft and piston rod with reduced interaxle spacing for more rounded delivery and improved vehicle dynamics.
- Cylinder and head: overhauled timing and combustion chamber, providing improved torque at low rpms, while retaining engine performance at higher speeds.
- Engine map: optimised in order to set up the components in the best possible way and exploit the engine's power and docility.
- Exhaust manifold: a manifold protection has been installed to avoid any overheating and to protect the manifold from impacts. As well as being functional, this rounds out the bike's overall look (also on 125 two-stroke).

## **Availability**

September

