

Stark Future's unparalleled company launch & first electric motocross bike rushes to 9-million-dollar sales in first 24hrs

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The global motorcycle market has reacted to the announcement of Stark Future's first motorcycle, the motocross Stark VARG, with resounding positivity as pre-orders of the benchmark bike brought in almost nine million dollars in pre-sales a day after launch.

New pioneering manufacturer Stark Future have already 'twisted the throttle hard' in their bid to shake-up the motorcycle market. The international headquarters based in Barcelona, unveiled their first electric bike – the Stark VARG motocross model – on December 14th and the international response generated almost a thousand units of pre-orders as demand briefly crashed the firm's website.

Stark Future claim the Stark VARG is the first electric off-roader to be a performance leader within its category with an unbeatable 80 horsepower, proprietary and patent-pending innovative battery/drive train technology, an ultra-light chassis and a wealth of carefully crafted and premium components freshly designed for the hard rigors of moto crossing. The Stark VARG also boasts incomparable versatility with 100 programmable ride modes, therefore the bike can produce the output of a small capacity two-stroke engine or a large bore four-stroke.

The Stark VARG has been created and developed by Stark Future's technical team in a two-year project and constructed at their new facilities just outside the city of Barcelona. The specifications, aesthetics and ecological benefits of the bike have captured the attention of off-road motorcyclists on a vast international scale. The firm, headed by Swedish CEO Anton Wass, are determined to outstrip the performance figures of combustion-engine rivals and take a forceful step towards better sustainability. The off-road motorcycling market has been hard-hit in recent years due to environmental issues around noise and emissions and the Stark VARG is not only a solution to the problem but promises to create a whole new fanbase through the distinct advantages of clean, green and easy motorcycling fun.

"It feels absolutely fantastic. I have never heard of any company that reached such sales on the first day from being completely new to the market," Wass commented to business and start-up Swedish website Breakit.se. Stark Future currently have former FIM Motocross World Champion Sebastien Tortelli heading the testing crew and ex-AMA Supercross race winner Josh Hill also rode the Stark VARG and gave the motorcycle a high appraisal.

Stark Future are set for first press tests in the first weeks of the new year and the Stark VARG will ship in the third quarter of 2022.

About Stark Future:

Stark Future is a multi-national company, established in 2019 with Swedish roots but located on the fringes of Barcelona. Making the most of Catalunya's reputation as one of Europe's off-road riding 'hotspots', Stark Future was able to construct a dedicated, passionate and knowledgeable team from the cream of both the motorcycle and power electronics industries. They rapidly started work on the first model of ambitious catalogue of next-generation electric motorcycles. The Stark VARG is the result. The highly advanced technology has been dutifully evolved at the firm's factory, where robotic assembly lines will produce the Stark VARG and forthcoming models to order. The Stark VARG itself is a strong definition of the company's values. Stark Future want to challenge the norm to improve how things are done, search for the limit, adapt and set clear, smart and inspiring goals and, finally, deliver outstanding results.

For further information, images and other enquiries please contact

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