



The Čezeta Story - Live A Life Less Ordinary

The Čezeta (pronounced Chuh-zeh-tuh) is a Czech motorcycle legend and cult icon.

Our story begins in a country that no longer exists: Czechoslovakia. J.F. Koch was a constructor at Česká Zbrojovka Strakonice (ČZ), a company that manufactured motorcycles from 1935 to 1997. In 1957 he introduced the Čezeta Type 501 scooter and from then until 1964 several further series were produced, culminating in the Type 505. All were produced by the 'golden hands' of Czech artisans, known across Central Europe for their engineering prowess and manufacturing expertise.

Instantly recognizable due to its distinctive torpedo shape, the Čezeta was popular for its simplicity, reliability and durability. Due to its long wheelbase, it was originally marketed as a 'car on wheels' and never called a scooter. Two people could go on holiday with their bags stored in the body space, whilst the larger seat made comfortable room for lovers riding pillion. This was no dull utility vehicle to get from A to B but a motorbike that made the journey exciting. The Čezeta quickly became a symbol of freedom and adventure for young Czechs. It was also raced for fun by the company's engineers. Following Grand Prix success in 250cc and 350cc classes, the ČZ brand became famous and because of it more than 100,000 Čezeta scooters were sold around the world, many of which have been lovingly restored and are now collectors' items.

Our story takes a leap forward to the now Czech Republic. Brit Neil Eamonn Smith fell in love with the Czech Republic after moving to Prague in 1998 and marrying a local Czech woman. He bought his first Čezeta in 2008, couldn't stop with just one and is now the happy owner of 5 vintage scooters and 3 electric conversions. In 2013 the keen restorer began a 4-year research and development programme to bring back this hidden motorcycle gem with a clean and powerful electric drivetrain. The aim was simple: to build the world's most desirable scooter.



Headquartered in Prague, Neil assembled an experienced multinational motorcycle and electric vehicle team. He worked closely with the Electrical Engineering faculty at the Czech Technical University to develop proprietary technologies and in 2016 acquired a 1,000 square metre facility in Prostějov, Czech Republic. Formerly the Wikov factory, the building has a history as an automotive centre of innovation and excellence dating back to the 1920s. After a gap in Čezeta production of more than 50 years, the new Type 506 will be assembled here by hand, with love and attention to detail. Production is scheduled to commence in the Spring of 2017.

Designed in Prague, the beautifully sculpted Type 506 features the iconic 1950s torpedo design, subtly updated with clean lines for a more contemporary style. A precision-crafted machine comprising high quality materials and components developed exclusively by or for Čezeta Motors in the Czech Republic, the 506 features Čezeta's new proprietary technologies including the electric drivetrain, the Sway throttle and the Dynamics torque selector.

Only 600 of the Type 506 will be produced, in celebration of the 60th Anniversary of Čezeta. Each bike will be hand-built to customer specifications from a long list of colours and options.

If you look carefully, you will see that the front brake calipers are designed in the shape of a pig, in subtle homage to the brand's past. The original Čezeta was nicknamed the 'pig' due to its adorable front 'face' and as a nod to the Czech symbol of good luck - a golden pig. Nothing is forgotten.

The Type 506 is a high performance sports scooter with a 0-50 km/h in 3.2 seconds, a powerful bike you can control, engineered for everyday use.

Thrilling to ride, yet easy to live with, the Čezeta arouses the emotions like no other. For those that appreciate style and quality and wish to stand out from the crowd, the Type 506 is a timeless



celebration of beauty, individuality and the pursuit of pleasure, the perfect companion on city streets and the open road, ready for the next adventure - and a life less ordinary.

Pre-orders are available now at www.cezeta.com

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