

WHY ONE GLOBAL AUTOMOTIVE ENGINEER CHOSE NAMIBIA TO BUILD MORE THAN JUST A MOTORCYCLE

From a global engineering career to a Namibian mobility venture built around purpose, practicality and trust

For more than twenty years, Torben Baier worked in the global automotive industry, helping develop engineering solutions for demanding markets around the world.

Yet one question continued to occupy his thinking.

“Why, despite Africa’s growing economies and increasing demand for reliable mobility, were businesses still forced to choose between low-cost motorcycles that often failed under harsh operating conditions and premium machines designed for entirely different environments?”

Rather than accepting that reality, Baier decided to do something about it. Not from Europe. From Namibia.

Baierkraft was never conceived simply as another motorcycle company. From the beginning, the vision was much bigger. It was about building a company that people could trust - a company that would understand the everyday realities of African businesses and develop practical solutions around those realities, rather than simply importing products designed elsewhere.

*“We are not a large, anonymous corporation,” says **Torben Baier, Founder and Managing Director of Baierkraft Motorcycles (Pty) Ltd.** “We are a small team of people who genuinely care about what we’re building. Every person involved has poured their heart into this project because we truly believe we can make a positive difference in our customers’ everyday lives.”*

With the group's engineering work under way since the founding of Baier Motors GmbH in Germany in 2021, that philosophy explains why Baierkraft has spent several years engineering, developing and refining its first product before bringing it to the next stage of its journey.

*“There was never any interest in rushing to launch,” says **Baier**. “Our priority has always been to build something dependable - something that genuinely solves the everyday challenges faced by businesses operating in African conditions.”*

A MOTORCYCLE DESIGNED AROUND THE REALITIES OF WORK

For farmers, tourism operators, delivery businesses and field teams, a motorcycle is far more than a mode of transport. It is a business asset. When it stops working, productivity can stop with it, deliveries can be delayed, customers can be affected and income can be lost.

For Baier, the challenge was therefore not simply to develop another motorcycle, but to rethink the ownership experience around the realities of African businesses.

That thinking led to the ORYX 300, a purpose-built cargo-enduro utility motorcycle designed around reliability, durability and practicality. The motorcycle is being engineered towards 300 cc, 24 hp and up to 250 kg payload. Rather than competing through unnecessary technology or cosmetic features, the concept has been developed around the demands of daily work, with maintenance intentionally simplified using standard tools.

The ORYX 300 remains at the prototype stage, with Baierkraft continuing its careful development journey ahead of series release.

FROM ENGINEERING VISION TO NAMIBIAN ASSEMBLY

Baier made a deliberate decision to establish Baierkraft in Namibia and to assemble the ORYX 300 in Windhoek. The ambition extends beyond the motorcycle itself: to create local value, strengthen supply resilience and lay the groundwork for local parts availability and responsive customer support.

For Namibia, the model also represents an opportunity to develop skills, create employment and contribute to a growing regional manufacturing capability.

For the Baierkraft team, it represents something even more personal. The company's philosophy is captured in the simple principle: **Engineered with Purpose. Built by People. Trusted by Africa.**

"We don't just want to manufacture motorcycles," says Baier. "We want to build a company that people can trust and identify with."

A FIRST PUBLIC ENCOUNTER

That philosophy was put to an early public test at the 5th Annual HOG Namibia Motorcycle Show at the Old Wheelers Club in Windhoek on Saturday, 5 September 2026, where visitors had their first opportunity to see the ORYX 300 prototype in person.

The response provided Baierkraft with valuable insight into how the concept resonates with potential users. Over the course of the day, the team engaged in roughly 20 to 30 substantive conversations, with farmers and motorcycle enthusiasts making up much of the audience.

The questions were practical and direct. Farmers wanted to understand issues such as payload, running costs and parts availability, while motorcycle enthusiasts were interested in the machine itself and the fact that it is being assembled in Namibia.

Perhaps most telling was what drew people into the conversation. The ORYX 300 attracted attention without the team having to lead with a conventional sales pitch. Local assembly repeatedly became a point of interest, while questions around price, warranty, spare parts and lead times, delivery, payload, engine performance, brakes and overall build quality reflected the practical considerations of people assessing a new entrant to the market.

The team also received expressions of interest from people wanting to participate in the eventual reservation process. With no sales or reservations yet in place, Baierkraft is currently inviting interested parties to register their interest while the company completes the necessary steps towards commercial rollout.

Thomas Bokemüller (industry observer and motorcyclist), who attended the show independently and has no commercial relationship with Baierkraft, described the debut as successful: "The show was a successful debut. Everyone I spoke with that day had been at the Baierkraft stand, and there was genuine interest. People here support new products and are generous with their input - that is something a new local brand can build on." For Baierkraft, that kind of external perspective is valuable precisely because it comes from outside the company.

BUILDING TRUST BEFORE SCALE

For Baier, the show was less about declaring a finished product than about listening, learning and continuing the development journey.

That measured approach reflects the company's wider philosophy. Baierkraft is not seeking to rush into the market simply to claim a first-mover position. Instead, the focus is on developing a dependable mobility solution, building the right foundations and earning trust through the quality of the product and the experience around it.

The journey from global automotive engineering to an emerging Namibian mobility company is therefore not simply a story about a motorcycle. It is a story about translating international engineering experience into a business rooted in local realities, and about demonstrating that globally informed engineering excellence can be developed and assembled in Africa.

As Baierkraft continues towards series release and a broader commercial rollout across Namibia and, ultimately, the wider SADC region, the company remains guided by the principle that inspired it from the beginning:

Engineered with Purpose. Built by People. Trusted by Africa.

EDITOR'S NOTE

Members of the media interested in learning more about Baierkraft Motorcycles (Pty) Ltd or the ORYX 300 prototype may request further information or arrange an interview with Torben Baier, Founder and Managing Director, through the contact below.

Issued by:

Roux-ché Locke

Founder | Locke & Legacy Advisory

For and on behalf of V5 Digital

rouxche.locke21@gmail.com

+264 81 124 2664