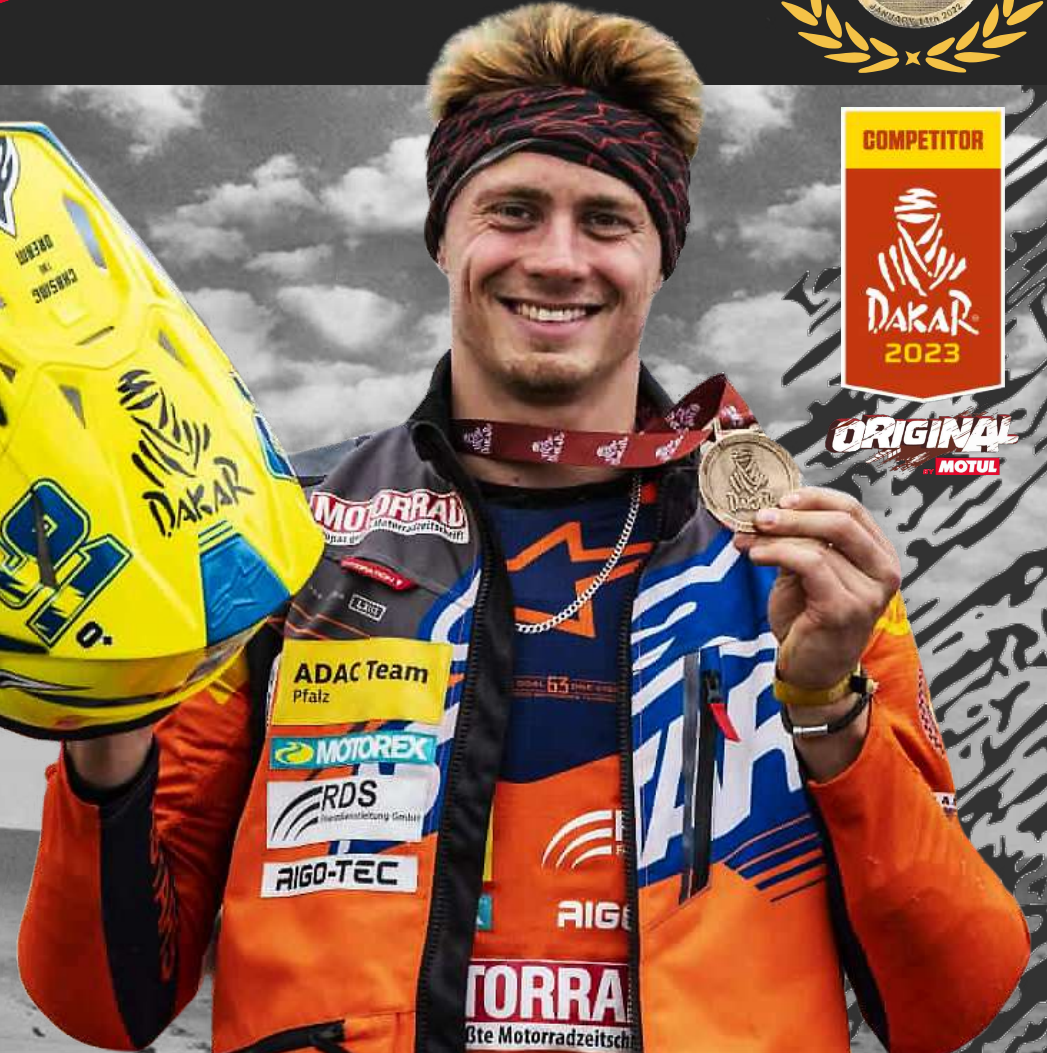


MIKE WIEDEMANN

Don't try the Same but strive for the Best !



91
MIKE WIEDEMANN
Soudah Development
MOTUL



COMPETITOR
DAKAR
2023



- GCC XC-4 Champion
- Panafrika Pos 12
- Sixdays Silver
- Hispania Pos 8
- Marocco Pos 11
- DAKAR Pos 5 Junior



Sponsor Map 2022

Assure your Dreams will never Sleep !

MIKE WIEDEMANN

Pain is temporary and will Fade !



Name: **Mike WIEDEMANN**

Born: 19.01.1998

On my 4th birthday I was presented a Yamaha PW50, which only a few weeks later painfully taught me how hard motorsport can be - a difficult fracture of the thigh. After the recovery, things went fast again! Hard work, training and starts in many races were the basis that I got my first championship title at the age of 19!

Participation in various OFFROAD events in recent years have steadily improved my driving style, experience and physical condition. You grow with your tasks! I learned a lot and also developed personally at Enduro events of the German Championship, "ISDE SIXDAYS", the "CROSS COUNTRY Championship" and various "Extreme Races" such as "Erzberg Rodeo" or the beach race in Le Touquet / France.

Some rallies like the Panafrika, Hispania & Morocco Rally, the DAKAR 2022, which I successfully finished with overall place 48 and place 5 in the junior ranking.

After this successful start as the youngest German "Dakar Finisher" in 2022, the next challenge is now on the agenda. To make the toughest Dakar challenge as a finisher!

The **MALLE MOTO (Original by Motul)** category! Here I will most probably be the youngest ever participant and try to reach the finish without any service or support!

As usual I'm ready - help me to achieve this



MIKE WIEDEMANN

Dream Big ... Work Hard !



International Races

- FIM Six Days Enduro - 2x Silver Medal - France & Slovakia
- German Sixdays Junior National Team - 2019
- Erzberg Extrem Rodeo - Prolog P68 - 1543 starters // Race P136 out of 500 starters
- Le Touquet Beach Race - 2x Top 150 & best German out of 1300 starters
- FIM Enduro - World Championship Races
- Panafrica Rallye 2019 - Pos 12 - youngest competitor
- Hispania Rallye 2020 - Pos 8 - youngest competitor
- Rally Marocco 2021 - Pos 11 - Pos 4 in Rookie ranking
- Rally DAKAR 2022 - Pos 48 - Pos 5 Junioren ranking

National Races

- German Cross Country Champion - 4T Sport 2017
- German Cross Country Championship - Juniors - 4x Pos 2
- ADAC Pirelli Enduro Cup - 2x Overall Winner Juniors & Experts
- European Cross Country Finals - Juniors - 2x Pos 5
- German Cross Country Championship - XC Pro Class - 2 x Top 5
- German Enduro Championship - Juniors - 2018 - Pos 3



MIKE WIEDEMANN

Say "Good By" to the past ... it's time to move on!



The **Original by Motul** is seen by insiders and active drivers as the toughest Dakar challenge. January 2023, as the youngest ever starting biker, I am trying to finish this task as a FINISHER!

There is no service crew or support in this class! The rider must do the service thrmselves all over the 2 weeks of racing without any help from others. Details will follow later!

To further improve my navigation for this task in January 2023, participating in the BRESLAU Rally in a RALLYE RAID CAR as a co-driver was a real gain in experience. In Portugal I will continue to refine this technique in autumn with a start as a navigator in another car with a German Dakar participant. I will further improve my riding technique on the bike in November 2022 in the USA with my Dakar partner from 2022 Mason Klein. The environment for this is simply perfect in California!

The RALLY RAID sport is extremely complex and striving for the top is not possible without careful preparation and appropriate funds. The key to success are loyal sponsors and a long-term partnership so that I return a little to the partners with the corresponding successes.

Seen it as a "return on investment"

In order to realize such a package, the proper and loyal sponsors are a vital point.

Season 2022

Breslau Rallye (CAR)

German Cross Country (BIKE)

Six Days Enduro WM (BIKE)

Portugal Rallye (CAR)

Season 2023

DAKAR Rallye (BIKE)

Abu Dhabi Rallye (BIKE)

Hellas Rallye (BIKE)

Marocco / Sertas Rallye – Mexico (BIKE)



MIKE WIEDEMANN

PAIN is WEAKNESS ... leaving the body!



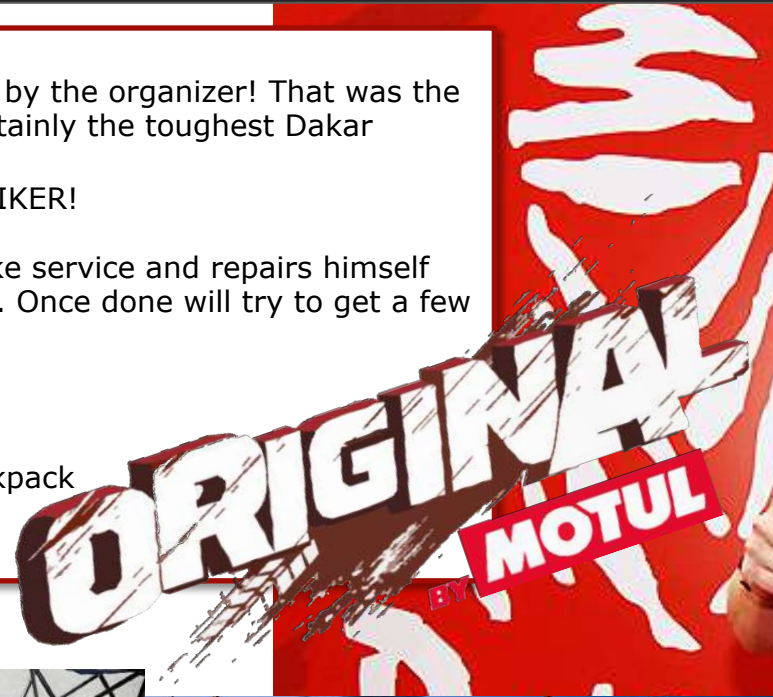
What means "The Original by Motul" also referred to as "MALLE".

"The riders are only allowed to pack one BOX (MALLE) which is transported by the organizer! That was the official definition when the MALLE MOTO was launched! This category is certainly the toughest Dakar challenge for participants.

In January 2023 I will tackle this task as the youngest ever MALLE MOTO BIKER!

There is no service crew or support for the riders! The rider must do the bike service and repairs himself without any help from others. A service truck or mechanics are not allowed. Once done will try to get a few hours of sleep ☺

- What does MOTUL provide the riders for the 2 weeks of racing?
- A place for a motorcycle in the "Motul Bivoak" for bike service
- A "MINI sleeping tent" with mattress, 1 sleeping bag & 1 waterproof backpack
- A 100 liter travel bag for clothing & a 80 liter tool box (80x45x30cm)
- Transport of these parts during the event



Workshop & Home during the 2 weeks of racing

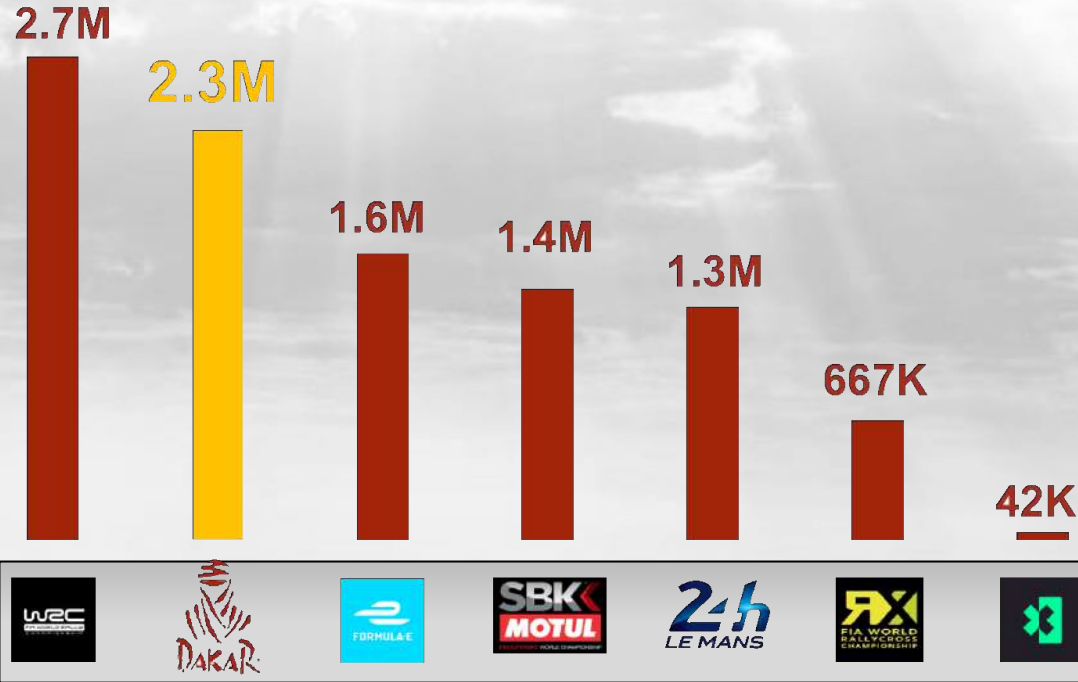


MIKE WIEDEMANN

Old Doors ... won't open New Horizons!



ONE OF THE MOST FOLLOWED MOTORSPORT EVENTS



RALLYE WORLD Championship



DAKAR RALLYE



FIM FORMULA E Series



FIM SUPERBIKE WORLD Series



24 HOURS LE MANS



FIA WORLD RALLYE CROSS



Extrem E Series



ONE OF THE MOST FOLLOWED MOTORSPORT EVENTS

MIKE WIEDEMANN

Work different than yesterday ... if you want another tomorrow!



4217

Hours of TV broadcasting

70

Channels

190

Countries

48M

Viewed hours

THE EYES OF THE WORLD ON THE DAKAR



THE EYES OF THE WORLD ON THE DAKAR

MIKE WIEDEMANN

Team Work ... makes the Dream work!



AN EVER GROWING FAN COMMUNITY

5.6M Followers

on social networks*
+19.6% vs 2022

*inclusive Dakar on Saudi Accounts



501K
+3.7% vs 2022



1.6M
+25% vs 2022



2.3M
+4.5% vs 2022



225K
+6.6% vs 2022



340K
+73,5% vs 2022



446K
+20% vs 2022



AN EVER GROWING FAN COMMUNITY

MIKE WIEDEMANN

Prepare for tomorrow is Hard Work Today !



The social networks since long have surpassed the well-known media such as TV & radio. Today, millions of people and, even more important for the sponsors, the users who may be interesting in your product are specifically addressed via these!

The Dakar statistics from the media also show an incredible increase in followers from year to year. Advertising can no longer avoid social networks and has long focused on these media!

I have also been using these networks for a long time and thus regularly provide my "followers" with information like race reports, results, my sponsors, preparation and my new plans.

I use the following networks, websites and magazines.



[A.S.O. DAKAR Video](#)



[My Facebook](#)



[My Instagram](#)



[BAS DAKAR Facebook](#)



[My Web Site](#)



[BAS DAKAR Web Site](#)



[Nat. & Int.Sport Magazin & News Papers](#)



MIKE WIEDEMANN

The Secret of Getting Ahead is Getting Started !



The table below is intended as a guide and for comparing different standard packages for the 2022 - 2024 seasons, subject to the availability of advertising space and dates. Of course, we would be happy to put customize your personal package to suit your company. Please talk to us!

	DAKAR / BIKE	DAKAR / CAR	INTERNATIONAL	NATIONAL
Presence on Bike/Car	* Area DAKAR - Bike Left & Right on Bike * LOGO Fender front & rear - Size proportional	* Area DAKAR - CAR Left & Right on car	* Area INTERNATIONAL - Bike Left & Right on Bike * LOGO Fender front & rear - Size proportional	* Area NATIONAL - Bike LOGO Fender front & rear - Size proportional
Presence on Rider/Driver	* LOGO on pants - thigh * LOGO Shirt - front * LOGO on helmet (1x)	* LOGO on pants - thigh * LOGO on Shirt - sleeve Left & Right - Size proportional	* LOGO on Shirt - sleeve Left & Right - Size proportional	* LOGO on Shirt - sleeve Left & Right - Size proportional
Presence on Racetruck	* Area DAKAR - Bike Left & Right on Racetruck * Front & Rear on Racetruck	* Area DAKAR - AUTO Left & Right on Racetruck * Front & Rear on Racetruck	* Area INTERNATIONAL - Bike Left & Right on Racetruck	* Area NATIONAL - Bike Left & Right on Racetruck
Presence in your company Event	* Presence at company event Rider & Bike * MEET & GREET with Rider * Presence company - presentation	* Presence at company event Rider * MEET & GREET with Rider * Presence company - presentation	* Präsenz at company event Rider * MEET & GREET with Rider * Presence company - presentation	* N/A
Presence in Media	* Area DAKAR - Bike Home Page (1-st page) * Presence in 20 Posts - Instagram & Facebook	* DAKAR AUTO - Präsenz Home Page (1-st page) * Presence in 10 Posts - Instagram & Facebook	* INTERNATIONAL - Presence Home Page (1-st page) * Presence in 5 Posts - Instagram & Facebook	* NATIONAL - Presence Sponsor Gallery (2-te page) * Presence in 2 Posts - Instagram & Facebook
Company Merchandising	* Shirts / CAPs ... (100 / 100) In agreement with sponsor	* Shirts / CAPs ... (75 / 75) In agreement with sponsor	* CAPs ... (50) In agreement with sponsor	* Shirts / CAPs In agreement & at costs of sponsor
	€ 30.000	€ 15.000	€ 5.000	€ 1.000

* Area DAKAR - BIKE
Bike: 50x25 cm
Racetruck: 100x35 cm
Proportional zu anderen Sponsoren

* Area DAKAR - CAR
Car: 30x15 cm
Racetruck: 75x25 cm

* Area INTERNATIONAL - Bike
Bike: 15x8 cm
Racetruck: 45x10 cm

* Area NATIONAL - Bike
Bike: 5x4cm
Racetruck: 25x5 cm

Attention: The package prices or special agreements are net, plus the statutory sales tax in Germany.



MIKE WIEDEMANN

It may look Impossible ... till it's Done !



What's in it for you?

You increase your level of awareness

You gain sympathy values from your customers and your employees

You benefit from the image of the currently youngest German up-and-coming rider in Rallye RAID Sport

You reach target groups you will never reach with classic advertising. Of course, my team and I know that it is not only the results that count in motorsport, but also the appearance next to the racetrack and in everyday life must fit and be perfect for your target group. In addition to advertising space on the vehicle, the racing suit and the racing bus, I offer your company extensive sponsorship packages with added value, as well as an international motorsport driver you can touch! I can put together a complete merchandising package for you, such as caps, T-shirts, polo shirts, jackets and much more. Whatever you desire, I can make it possible for you.

Of course you can also make use of ME and the BIKE for your company event.

Talk to me and let me tailor create a sponsorship package tailored to your company.



WHATS IN FOR THE SPONSOR

MIKE WIEDEMANN

Work in Silence & let the Success make the Noise !



Join Me and become part of the "fascination" RALLY RAID" ...



FASCINATION RALLY RAID

MIKE WIEDEMANN

If you Believe ... you will Achieve !



SATISFIED SPONSORS

MIKE WIEDEMANN

I am not Special ... just a "Limited Edition "



I'm looking forward to our partnership!



[Official Dakar Video - A.S.O.](#)



<https://www.instagram.com/mikewiedemann191>



www.facebook.com/mike.kunzelmann.9



www.mydakar.de

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Thank you for your Interest!