



Multi-channel Brand experience



- ... is solutions focused
- ... is experience driven
- ... is passion based
- ... is authentic
- ... is emotive content

- Consumer & relationship event
- Campaign runs across social, digital platforms and events



2019 World Sports Legends Award - Johann Zarco and Freddie Spencer



The bikes will be shared among the participants
Breakfast, lunch, coffee and a photo shoot are included

- Monte Carlo to:**
1. Juan les Pins, Cannes and beach time - 100 km € 300
 2. Breil sur Roya for rafting and canoeing - 100 km € 350
 3. Vallée des Merveilles discovering the nature - 160 km € 400
 4. Col de Tende for horse riding - 170 km € 450

There is a gift for all participants

We remember 80% of what we experience