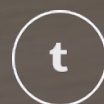


Life goals. Life stories.

2019
INVESTMENT DECK



DESERTSTORMRACING.COM

OUR STORY

DESERT STORM RACING

is a professional platform and a vehicle for promotion of brands or companies through influencing followers on social media platforms.



80+

Successful Races



300+

Participants

LEADING DRIVER

RYAN TRUTCH

Ryan Trutch is the driver and a successful motor racing driver who has significant driving achievements, most recently two time champion of the Emirates Desert Championship 2017 & 2018. U.A.E Autocross Champion in 2002 & 2003 and also 1st in National Class of the 2002 Middle East Desert Challenge and finish 1st in the TOYO VW GTI championship in 2006 & 2007.

Ryan's love for motor racing started at the early age of 6 watching Formula 1, once he was able to drive his fathers range rover single handedly at the age of 10 there was no stopping him. Ryan began taking part in motor racing competitions from the age of 12. His love for driving extends to motorbikes, quads, dune buggies and 4x4's and has taken part in countless go-kart and 24 hour events.

After a break form racing to concentrate on his career Ryan is now making his return to the circuit to continue his passion for the sport and to achieve new goals set. In addition to his extensive racing experience, Ryan has owned his own automotive business for 12 years and after starting to work Dubai Autodrome in 2009 as a part time race driving instructor he powered through the ranks to Commercial Director where he has helped shape Middle East Motorsports and make Dubai Autodrome extremely successful.



ACHIEVEMENTS



- > Emirates Desert Championship 2017
- > TOYO VW GTI CUP Championship
- > Dubai Desert Challenge

3x

UAE National Drag
Racing Champion
Pro-Saloon

2x

UAE Autocross
Champion



- > Top 5 finishes in over twenty 24hr team karting events
- > Top 3 finishes in over 14 Dubai Desert Endurance races riding Quadbike
- > 4 Times UAE Offshore JetSki Champion In Pro-Mod Stand Up Class



RYAN TRUTCH

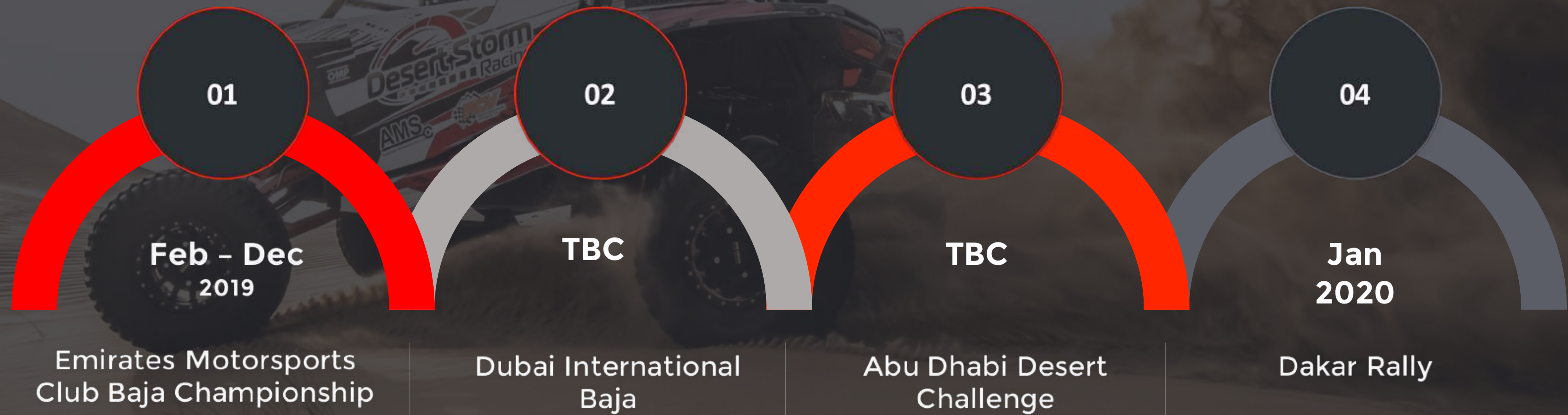
NATIONALITY BRITISH

AGE 45 YRS

RESIDENCE DUBAI, UAE (38yrs)

RACING EXP 33 YRS

THE ROADMAP 2019 - 2020





**The key to success is to focus
on goals, not obstacles.**

THE VEHICLE

POLARIS RZR

The base vehicle for the side-by-side class

“To compete in the highest level of competition the factory vehicle requires upgrades **safety, agility and durability and performance**”

These vehicles are 4x4 and specifically designed for off road use with up to 16 inch's of suspension travel as standard.

Although these vehicles are a very capable as recreational toys they need many modifications in order to compete in the competition at the highest level. These upgrades consist of safety, agility and durability of the vehicle.

OUR CURRENT
POLARIS RZR



4X4

1000cc engine



16 inch

suspension travel



THE RACE BUGGY

The OEM vehicle platform will need significant investment in order to compete successfully

Chassis and Roll Cage to increase strength and fuel capacity whilst maintaining compliance to regulations

1

Engine and cooling enhancements for increased performance.

2

Long travel suspension to 22inch with upgraded shock absorbers to improve agility and suspension travel.

3

Weight reduction, carbon fiber components,

4

Safety Equipment regulations (Seat, safety belt, fire extinguisher, window nets, driver race gear).

5

Bead lock wheels with larger diameter tires to improve traction.

6

Add spare wheels, spares parts and equipment required for on the road repairs.

7

**“ Failure will never
overtake us if our
determination to
succeed is strong
enough ”**





The Emirates Motorsports BAJA Championship has been borne from the Emirates Desert Championship run by the Automobile & Touring Club of the UAE (ATCUAE) in 2017/18.

EDC was six 2 hour events whereas the EMC is six full day events.



Intended as a grassroots level championship that will introduce a new generation of competitors in the UAE to the discipline of desert rallying in a safe and sustainable way, as well as a 'stepping stone'

towards the Dubai International BAJA and Abu Dhabi Desert Challenge, the UAE's famous international Cross Country Rally leading onto world renowned Paris-Dakar Rally.

THE CHAMPIONSHIP

THE EMC BAJA CHAMPIONSHIP

06

Six Full
Day
Events.

131

Cars,
Buggies And
Motorcycles

100+

Vehicles
Now
Signing Up

During the last few seasons, total entry's in the EDC/EMC peaked at 131 cars, buggies and motorcycles with some +100 vehicles now signing up for the EMC Baja with the first event in early 2019



THE CHAMPIONSHIP

DUBAI INTNATIONAL BAJA

6
Stages

2
Day event

05
Categories

The **Dubai International Rally** was the oldest motorsport event in the UAE, being staged annually since the late 1970s and organized by the ATCUAE since 1997. Until 2015, the event was staged as a round of the FIA Middle East Rally Championship, being won by such drivers as Nasser Al Attiyah, Saeed Al Hajri, Khalid Al Qassimi and Bjorn Waldegård. Current ATCUAE President Mohammed Ben Sulayem holds the record for most wins, taking 15 victories between 1985 and 2002.



♥ 5.8K
FANS

👁 4.2K
VIEWS

🚩 72
RIDERS

👤 600
FOLLOWERS

👍 5.6K
LIKES

🌐 12
COUNTRIES



5
Stages

5
Day event

05
Categories

THE CHAMPIONSHIP

ABU DHABI DESERT CHALLENGE

31st March - 4th April 2019

The **Legendary** UAE Desert Challenge, one of the world's most prestigious international cross country rallies founded by Emirati Motorsport legend and ATCUAE President Mohammed Ben Sulayem back in 1991, and, over the years has seen many of the biggest names in international motorsport tackle the dunes of the UAE, including Carlos Sainz, Colin McRae, Ari Vatanen, and Heinz Kinigadner. Following his victory in 2015, Marc Coma currently holds the record of eight ADDC titles, winning all but two rallies between 2006 and his retirement in 2015.

♥ **20.8K**
FANS

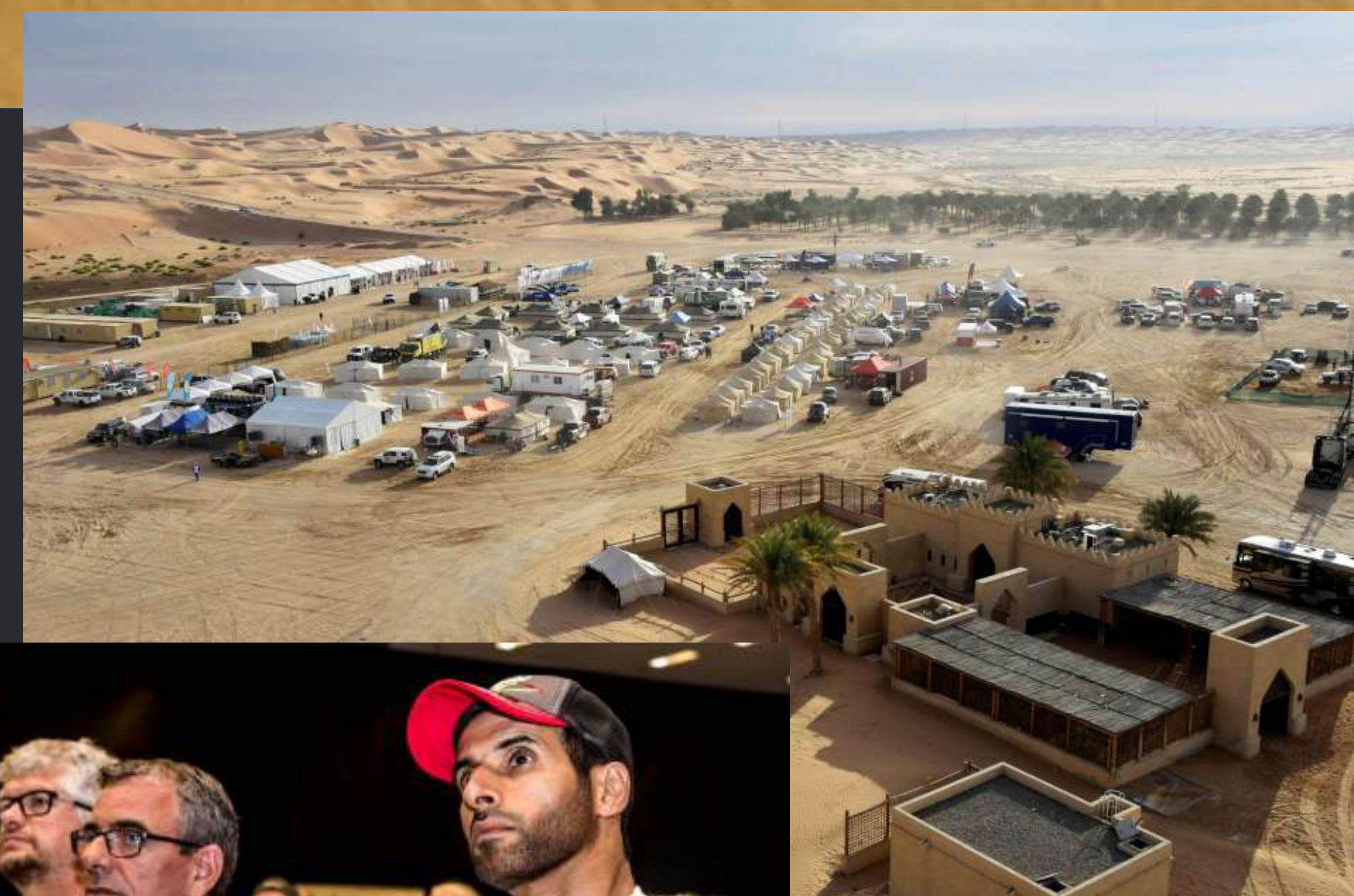
👁 **68K**
VIEWS

👤 **1.1K**
FOLLOWERS

👍 **20.5K**
LIKES

🚩 **112**
RIDERS

🌐 **28**
COUNTRIES





THE CHAMPIONSHIP

PARIS DAKAR RALLY



10
Stages

15
Day event

05
Categories

The adventure of a lifetime

The Dakar is a rally raid made up of 10 days and has taken place in Latin America, but first and foremost, it is an incomparable human adventure and now it comes to the Kingdom of Saudi Arabia for the next 5 years.

Over the last 40 years, each year 500 adventurers from more than 60 nationalities have come together for 15 days of a unique competition on which extraordinary feats of human endeavor are played out.

The Dakar features five categories of vehicles. The motorcycles, cars, quads, trucks, and more recently the "Side by Side" (SxS) categories have afforded their riders and crews the chance to experience an extraordinary adventure, discover breath taking scenery from the 29 countries traversed since the first edition in 1979.

♥ 2.2M
FANS

👤 747K
FOLLOWERS

🚩 180
RIDERS

👁 7.5K
VIEWS

👍 2.1M
LIKES

🌍 32
COUNTRIES



85K+
FANS**25K+**
FOLLOWERS**25K+**
VIEWS

Top cities



SOCIAL MEDIA

CONNECTION AND ENGAGEMENTS

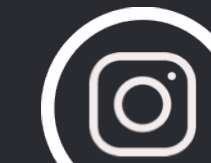
Ryan is connected to the world socially through several platforms. He markets himself and your brand through his network of Facebook, Instagram and YouTube. With strong connections to other regional influencers he has the skill set to boost your brand to a specific demographic.



Desert Storm



Dubai Autodrome



@Trutchy



Ryan Trutch



@trutchydx



Ryan Trutch

www.desertstormracing.com

Interaction & sponsorships

Ryan knows the value of sponsorship and how to give you the sponsor a return on your investment by social media engagement and physical interact with the general public. Ryan knows that representing the sponsor in a professional manner is first and foremost whether it be through the media, video, interviews or interaction with the public. Ryan is a spokesperson for your brand and can represent you by....

01



Displays

With the car wrapped in your livery it is an **ideal way to attract people** to your stand whether at an mall display, event, shop or exhibition.

02



Competition

Through social media Ryan Racing engages the public with competitions for passenger rides and meetups.

03



Passenger Rides

A passenger ride in race cars with a is a once in a lifetime exhilarating experience. Ryan will provide passenger rides to the sponsor guest or competition winners.



**Dream Bigger,
Do BIGGER.**

THE PACKAGES

Sponsors Investment

EMC
package

\$5K

DIB
package

\$18K

ADDC
package

\$93K

DAKAR
package

\$190K

Ryan will be happy to discuss and finalise a package to suit your requirements.

Desert Storm Racing tailors sponsorship packages to suit your brand or the exposure and engagement your company or brand seek. Here are a few examples of what the package for each championship or event can bring. Ryan will be happy to discuss and finalise a package to suit your requirements.

Reference



STEFAN THIELECKE

MXDubai

“

Ryan has provided my company MXDubai with excellent social media exposure throughout the 2016/7 EDC championship, particularly on Instagram and Facebook where my company generates most of its new clients.

Together they have provided a refreshing professional approach to providing me with a return on my sponsorship investment, I have seen a direct result in my sales from the exposure they have generated.

I loved that they put in the time to do a professional photo shoot and provide me with a complete image archive that I can continue to use for my own company advertisement.

Great teamwork, they deliver what they commit too!

”

Contact Us

www.desertstormracing.com



Ryan
Trutch



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ryan@desertstormracing.com



Desert Storm



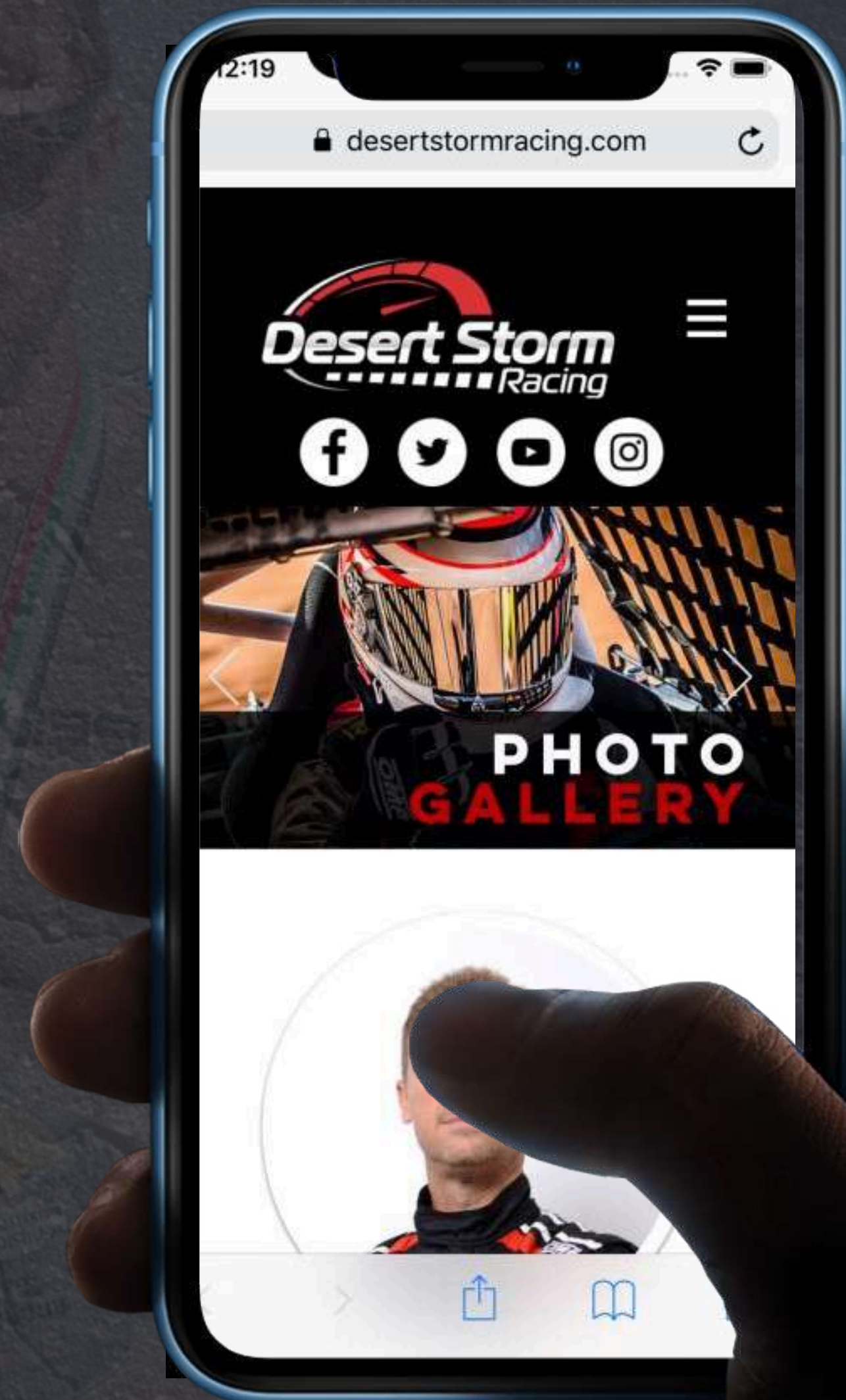
Ryan Trutch



@Trutchy



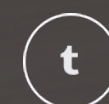
Ryan Trutch



Win with US.

Thank you.

2019
SPONSORSHIP PROPOSAL



DESERTSTORMRACING.COM