



Enduro Asia MTB



Why Enduro Asia MTB?

- We are **passionate** about Mountain Biking
- Mountain Biking is about:
 - **FUN**, child-like adventure...
 - **ESCAPISM**, being at one with nature...
 - **COMMUNITY**, meeting new people and growing friendships...
 - **FITNESS**, but not having to think about it...
 - **SPORT**, fostering competitive resolve
- A new mountain biking format, which has recently **exploded** in Europe and the North America, embodies this spirit: **Enduro Mountain Biking**
- It **does NOT yet exist across Asia**

...We want to create **the first Asia wide Enduro Mountain Biking series...**



Enduro Mountain Biking

Background

What is Enduro Mountain Biking?

- A rapidly growing Mountain Biking format
 - Enduro is essentially the competitive side of the Mountain Biking format often referred to today as "**All-Mountain**"
 - Although it started in France in 2003, it has **recently exploded** (Europe, US, Canada, Australia) leading to the creation of the "**Enduro World Series**" **2013**
 - Currently there are 142 individual Enduro races globally, within 26 events series, across 19 countries
 - The focus of each event is on creating a **great atmosphere, community, competition** and **adventure** for the competitor
 - Events should showcase the **best riding** on the **best terrain** available
 - An Enduro race is designed to be the **definitive test** for the mountain biker

...The most basic definition is timed downhill's and untimed uphill's...



Enduro Asia MTB

The Brand

Our Vision...

Market Context:

- Asia no longer follows the world, it drives it. Middle class Asians are social, have growing disposable incomes, and seek fun leisure pursuits that both challenge them and satisfy their fitness conscience. Mountain biking fits the adventurous self-image of these Asian Tigers.

Problem:

- The proverbial middle ground is missing in mountain biking events in Asia. Consumers are forced to pick a side, either Downhill or XC. This choice often dictates their bike purchase and their riding agenda. The individualistic nature of Downhill and XC competition lacks a social element, while (XC) jamborees often do not present enough of a challenge to technical and fitness riding. The less extreme consumer often purchases a 'jack of all trades' bike, which satisfies their everyday riding desires but inhibits competitive racing under existing formats.

Solution:

- Enduro Asia is where top riders and 'average Joes' ride together on the best terrain that Asia has to offer. Its about creating atmosphere, community and competition, whilst embracing both racing and social group riding. Its about providing the link between technical and fitness riding, whilst requiring the consumer to only have one bike in their garage. Its about capturing the fun, adventurous spirit of mountain biking in an event, which opens up racing to people who enjoy all mountain riding...people who embrace the ups to live for the downs.

...Enduro Asia MTB is a rider driven **RACING REVOLUTION** for
Mountain Biking in Asia...

Picture of Success: Malaysia



...Start with an Enduro Asia MTB series of events held across Malaysia to prove the concept and establish the brand...

Picture of Success: South East Asia



...Expand to an Asia wide series of races to show case the best riding terrains in Malaysia, Indonesia & Thailand...

Inspirations for Enduro Asia...



Our Values: beliefs and principles...

- We believe in **FUN** and pursue child-like **ESCAPISM** through riding
- We are **COLLECTIVE** and look to share the **ADVENTURES** which we search for
- We live with **RESPECT** (to self, to social and to nature) and practice **CAMARADERIE**
- We are **SPIRITED** and rise to **CHALLENGES** to achieve our goals
- We embrace **INNOVATION** whilst recognising **TRADITIONS**

...Enduro Asia MTB is a **COMMUNITY** of like minded people...

Our Philosophy

RIDING MANTRA:

- We embrace the ups to live for the downs
- We enjoy challenging our fitness whilst testing our technical bike skills
- We want to ride the same bike for racing, for training and for fun!

EVENT PHILOSOPHY:

- We want to organise races which we want to participate in
- Our races are about more riding, more fun and good trails.
- We aim to create events that are the perfect combination of healthy competition and a great day on the bikes with friends

...Enduro Asia MTB is bringing the rapidly growing format of Mountain Biking **Enduro to the tropics!**

Our Brands Image...

- PASSIONATE, SPIRITED and FUN-LOVING
- SOCIAL, ADVENTUROUS and COMMITTED
- RESPECTFUL
- PRACTICAL
- BALANCED

...Enduro Asia is **PASSIONATE** about progressing mountain biking
in Asia...

Enduro Asia MTB brand blueprint...

VISION

A rider driven racing
revolution for Mountain
Biking in Asia.

VALUES

Fun-loving, adventurous
camaraderie.

IMAGE

A balance of passion and
practicality, fused
through innovation.

BRAND ESSENCE



Enduro 4 Asia

Summary of WHY Enduro Asia MTB?

Reach: within a growing mountain biking community

- **EQUIPMENT:** one bike is required, a trail bike, the most popular MTB
- **FITNESS:** doesn't require extreme fitness of cross country racing
- **TECHNICAL ABILITY:** doesn't require extreme technical skills (and bravery) of down hill racing
- **SOCIAL:** its about having fun on your bike with friends, riding the best terrain and indulging your competitive nature (if you choose to)

New: to Asia

- **PROVEN CONCEPT:** expanding in Europe and North America
- **MARKET LEADER:** opportunity to develop a brand within Asia

...Strong unique selling points...



Enduro Asia MTB

Creative Brief

Creative Brief...

- **Brand:** Enduro Asia MTB
- **Creative Brief:** Providing Enduro for Asia... a rider driven racing revolution for Mountain Biking in Asia
- **Insight:** Mountain biking is a community, but there are subcultures which attract different people driven by the different riding formats (downhill, XC, bike park, enduro)

Creative Brief...

- Logo needs to be simple, clean cut and crisp
- Should communicate:
 - Spirit of mountain biking
 - Asia reach
- Must represent what Enduro Asia MTB is all about

What's it all about?

WHY:

- We are passionate about progressing mountain biking in Asia. We enjoy being a part of a vibrant riding community and want to get more people out challenging themselves on their bike. We want to help showcase the amazing riding terrain that Asia has to offer, and ensure its protection for future generations.

HOW:

- It's about going back to the basics of why people mountain bike. We all love riding with mates. Its about social climbs up hills together, having a bit of a break at the top, and then trying to beat each other down the descents. Our events simply formalise the race that you would do anyway with your mates...untimed uphill and timed downhill. We do this in cool destinations with great riding terrain.

WHAT:

- A rider driven revolution for Mountain Biking in Asia bringing together riders and racers of all disciplines into one fun format. We are inclusive. Our races are about more riding, more racing on good trails. We aim to create events that are the perfect combination of healthy competition and a great day on the bikes with friends.

The Challenge...

- We are bringing the revolutionary mountain biking format of Enduro racing to Asia. Currently this riding format does not exist in this vibrant, booming part of the world!
- Our races are about more riding, more fun and good trails. We aim to show case the best riding that Asia has to offer. We will start in Malaysia, but then look to expand into Indonesia and Thailand and possibly Hong Kong or Nepal. We aim to have at least 3 flagship races in 3 countries.
- We want to organise races which we want to participate in. It's about going back to the basics of why people mountain bike. We all love riding with mates. Its about social climbs up hills together, having a bit of a break at the top, and then trying to beat each other down the descents. Enduro is a recognition that you might as well formalise the race that you would do anyway with your mates...untimed uphill and timed downhill.
- We are looking to create a race which the “average joe” can race in, not just elite athletes with specialist high performance bikes provided by sponsors.
- We feel that it is about time that someone created a race format for those of us who can only afford one bike... a bike which we want to meet all our riding desires, which we can both race and train on. An Enduro capable bike (or All Mountain bike) is simply the only bike you need in your garage. You don't need to have an expensive downhill or XC bike hanging on the wall doing nothing half of the time. Maybe it's not the best bike to ride XC, but you can, maybe it's not the best bike to ride downhill or the bike-park, but you can.
- Ours is a mountain bike race designed by riders for riders. A race which captures the essence of mountain biking – the link between technical and fitness riding – to provide a true test of a riders abilities.

...To enable a **PARADIGM SHIFT** in Asian Mountain Biking...

Target Audience... individual perspective

- Our riders love to mountain bike. They are weekend warriors who see riding the trails as an expression of themselves. They are fun seekers, who look to live with balance. Mountain biking helps give them a positive self image, and is a foundation for their belief that a healthy body enables a healthy mind.
- For them, getting on their bike is a form of escapism. Their bike provides access to another world, a world of adventure and of freedom. Unknowingly their subconscious is seeking a return to trail meditation, the zen like state achieved when the flow of riding enables a oneness with nature.
- They may only own one bike, but it holds a pride of place in their life. Initially they may have begrudged spending money on their riding habit, but since it has given them a new lease of life, they are less prudent in parting with their hard earned cash.
- When they ride, it is usually with friends. Riding is a social event, but also provides a great avenue for fitness and fun competition. They think about entering races, but are all too often put off by the extreme nature of downhill and XC racing. If they do enter, it is because there are no other preferable options, and their competitive nature leads them to throw their name into the hat.
- Our riders often do not have much time to spare in their lives, but they make time for riding. Given the time constraints of their working life, they often do not get the opportunity to explore new places to ride. They are always keen to try, but prefer to have someone else do the organising for them. This is why they enjoy Hash biking or Jamborees. These events provide access to social riding, but often lack the individual challenge our riders seek. Ideally they would like a race with a social and relaxed atmosphere that enables them to maximise their time in the saddle. They want to come home from a riding event knackered with a sense of achievement feeling they got their money's worth.

Target Audience... event perspective

- Enduro is the race that real mountain bikers want to participate in
- Our events are designed by riders for riders. They are races which weekend warriors can participate in alongside elite athletes with specialist high performance bikes
- Our events will appeal to fun seekers that usually ride with friends. People that ride for fitness reasons or to engage in healthy competition. It is about more riding, more fun and good trails
- Our events are inclusive. They are for downhillers and XC racers. They are for trail and all mountain riders. We are looking to bring all types of riders together to find out who is the best all-around mountain biker

Target Market... segment

- **Age:** 18-45 years
- **Sex:** men and women (expect more men)
- **Ability:** not for beginners
- **Ideal Bike:** trail bike with 120-160mm suspension (full suspension or hard tail)
- **Salary:** Have reasonable disposable income to pursue leisure and fitness activities

...**Regular mountain bikers** who aim to ride once a week...

Key Message...

The single most important point to communicate:

- We capture the fun, adventurous spirit of mountain biking in an Asian event, which opens up racing to the 'average mountain biker' as well as top riders.

Why should they believe this?

- The Enduro format is currently exploding in more developed mountain biking markets (Europe, North America, Australasia), which has culminated in the launch of the Enduro World Series in 2013. Manufacturers are releasing new bikes. Professionals are backing it. A TV deal has been secured. Given that Asians lead the world today, they don't want to get left behind in this case.

What do we want them to think and do in response?

- We want them to know that there is a new mountain biking event format in Asia that not only provides an alternative to downhill or XC racing which they don't identify with, it is designed around the style of riding which they most enjoy and like to be associated with. They need to feel that our Enduro races are a great way opportunity for them to ride their bike with their friends, and make some new ones along the way too.

Possible pitch to the consumer...

Are you like us...

- i. We **neither** feel like a cross country whippet **nor** a downhill demon
- ii. We embrace the ups to **live for the downs**
- iii. We enjoy **challenging our fitness** whilst **testing** our technical bike skills
- iv. We want to ride the **same bike** for **racing**, for **training** and for **fun**!

If you identify with us, then **Enduro Asia MTB is for you!**

...Enduro Asia MTB is the **perfect combination** of fun competition and a great day on the bikes with friends...