



SHERCO



"Partnering with FactoryONE Sherco made perfect sense for FunnelWeb. The team partnership has opened new business opportunities for us, most notably with Sherco USA, the exclusive importer of bikes in the US. The partnership allows us to reach millions of potential customers through their championship trials team, which is new for us, as well as the enduro markets with riders such as Cody Webb and Grant Baylor".

Niels van Kempen
Owner



"When the opportunity presented itself, it didn't take long for us to jump on board as the official lubricant company. Motul is a market leader in synthetic lubes and powersports applications. Sherco, another amazing French brand, is quickly becoming a power player here in the United States. We not only benefit from the brand alliance and ultimately boosted sales figures through their brand-loyal audience, but we get to have feedback from riders like Cody Webb and Pat Smage, who are not only champions, but Cody is an engineer by background."



"FXR and ShercoUSA's story is very similar. We were a small company, producing top quality products for the snow industry. Fast forward to the early 2000's and we made a jump to moto. We are continually growing and are adapting and expanding our product line, thus we found it to be perfect timing to partner up with FactoryONE Sherco. Through our sponsorship, we are able to showcase our products to the extreme enduro riders through Cody Webb and to the pure off-road enthusiasts with GNCC racing with Grant Baylor. This is translating to sales to not only Sherco owners, but off-road riders as a whole."

DEMOGRAPHICS

Demographics of the Off-Road Rider

The majority of off-road motorcycle riders are men. They are affluent. They own their own home and it typically is on acreage property. They have multiple vehicles in the household (trucks, cars). They are mechanically inclined and work on their own bikes. They Hunt and Fish and travel and camp. The majority fall in the 35 -55 age range, but we skew 18+. THEY PURCHASE THE PRODUCTS THAT SUPPORT THEIR FAVORITE RIDER AND TEAM



WHERE WE RACE



GNCC Racing (Grand National Cross Country) is one of the largest forms of off-road racing globally. At any given event, there will be thousands of amateurs competing on the same trails as the professionals. GNCC enthusiasts travel great distances to attend and or race. They camp on site and are very brand loyal. GNCC has surpassed motocross in terms of attendance and participation numbers.

GNCC has partnerships with MAVTV, RacerTV and RacerX from a broadcast standpoint. They have a high reach and influence.

MotoTrials (also known as “Observed Trials”) is now the pinnacle of off-road riding, as the riders tackle the most severe terrain capable of being conquered by any two or four-wheeled machine. When someone looks at the obstacles before the riding starts, a frequent comment is a simple “No way!”. A big plus for the spectators is that they can watch from just a few feet away as the riders attempt seemingly impossible obstacles.

The series travels coast to coast and the riders and attendees do the same. They are brand loyal and have disposable income

AMA Extreme Off Road is one of the fastest growing disciplines in motorsports. Extreme off-road tests a riders’ skill and their machines’ capabilities over the most challenging terrain each venue has to offer, including agonizing hill climbs, endless rock fields and log crossings. The format is wide open for host organizations to include as many challenges at riders as possible. Extreme off-road can feature Le Mans starts, timed sections, GPS navigation, course changes and more.

The AMA Extreme Off Road has attracted global stars such as Mario Roman, Manny Letenbichler and our own Cody Webb to competitions.

WHERE WE RACE



The Kenda National Enduro Series is the closest thing to European enduro's combining "test sections" to make up an entire race. It is a race against the clock as the riders set off one by one on sections that are no shorter than 4 miles but no longer than 10. It is truly a test of rider and machine.

National Enduro is truly that, the series covers a large swath of the United States.



WORCS Racing kicked off in 2001. WORCS had established itself as the biggest national off road motorcycle racing series in the United States

This season will see over 11,000 racers with backgrounds in enduro, hare and hound, hare scramble, GNCC, Best in the Desert and Motocross, all come together to compete in some of the most pristine racing facilities in the United States today.

Over 50,000 spectators will witness the most exciting spectator friendly off-road racing action in the world in WORCS Racing.



AMA EnduroCross takes extreme off-road and brings it indoors. Riders compete in arenas on man made tracks. These tracks combine some of the toughest obstacles in off-road racing. Tire bogs, log jumps, rock fields all make for exciting wheel to wheel action.

EnduroCross has network partnerships with Fox Sports

MEDIA

The media coverage of ShercoUSA / FactoryONE Sherco has increased by over 700% year over year.

Here are a few outlets where we are seen in feature stories, interviews and releases in:

**Cycle
News**

**DIRT
RIDER**



UPSHIFT



ON THE PEGS

DIRT BIKE

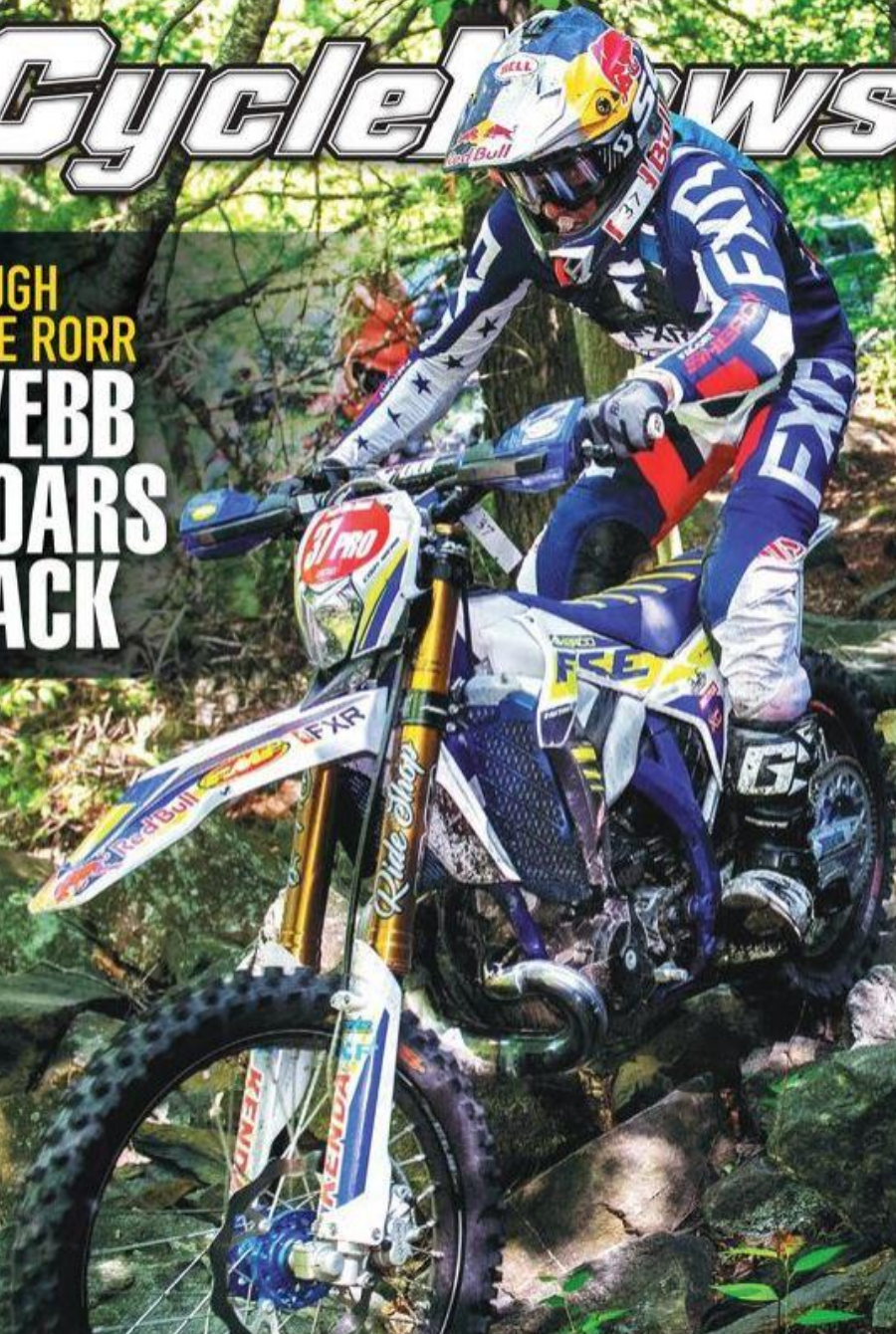


**MOTOCROSS
ACTION MAGAZINE**



CycleNews

**TOUGH
LIKE RORR
WEBB
ROARS
BACK**



**Cycle
News**

COVER

REVIEW
**MOTO GUZZI
V85 TT TRAVEL**
GETTING AWAY
— 'GUZZI'S WAY

PROJECT
**HUSQVARNA FE
501S**
DUAL SPORT EXTREME

ARCHIVES
JIM POMEROY
AMERICA'S FIRST
MX GP WINNER

**PRO MOTOCROSS
SEASON
POSTPONED**

HERCO



Cody Webb is new to the Sherco payroll and fresh off of knee surgery. He will be racing the EnduroCross series, AMA Hard Enduros and several WESS rounds around the world.

Feature Story

DIRT BIKE

ON THE PEGS



2020
MOTOTRIALS
PREVIEW

GRANT
BAYLOR
TALKS
ABOUT HIS
SHERCO

Magazine
Cover

PAT SMAGE RIDING TIPS
LEARN THE SMAGE STYLE!

IN THE WIND



Sherco USA President Ron Sallman presented U.S. serviceman Noah Watts with a brand new Sherco 300 SEF Factory dirt bike—for free.

Sherco Surprises U.S. Military Serviceman

Like many young men, Noah Watts of St. Peters, Missouri dreamed of owning a dirt bike. He would read all of the magazines and watch all of the race broadcasts. There were two rules in his home: dad said no dogs, mom said no dirt bikes. However, Noah's dad did own a 1974 Honda Del Hawk, and he would secretly let Noah ride it at the high school when he was as young as 12 years old. His dad gave the bike to Noah when he was a junior in high school. It became his only means of transportation, even in snowy winters.

In July of 1996, his passion

for motorcycles was put on hold. That summer, Noah enlisted in the United States Marines as a mortarman. He then went to Force Recon from 1998 through 2004.

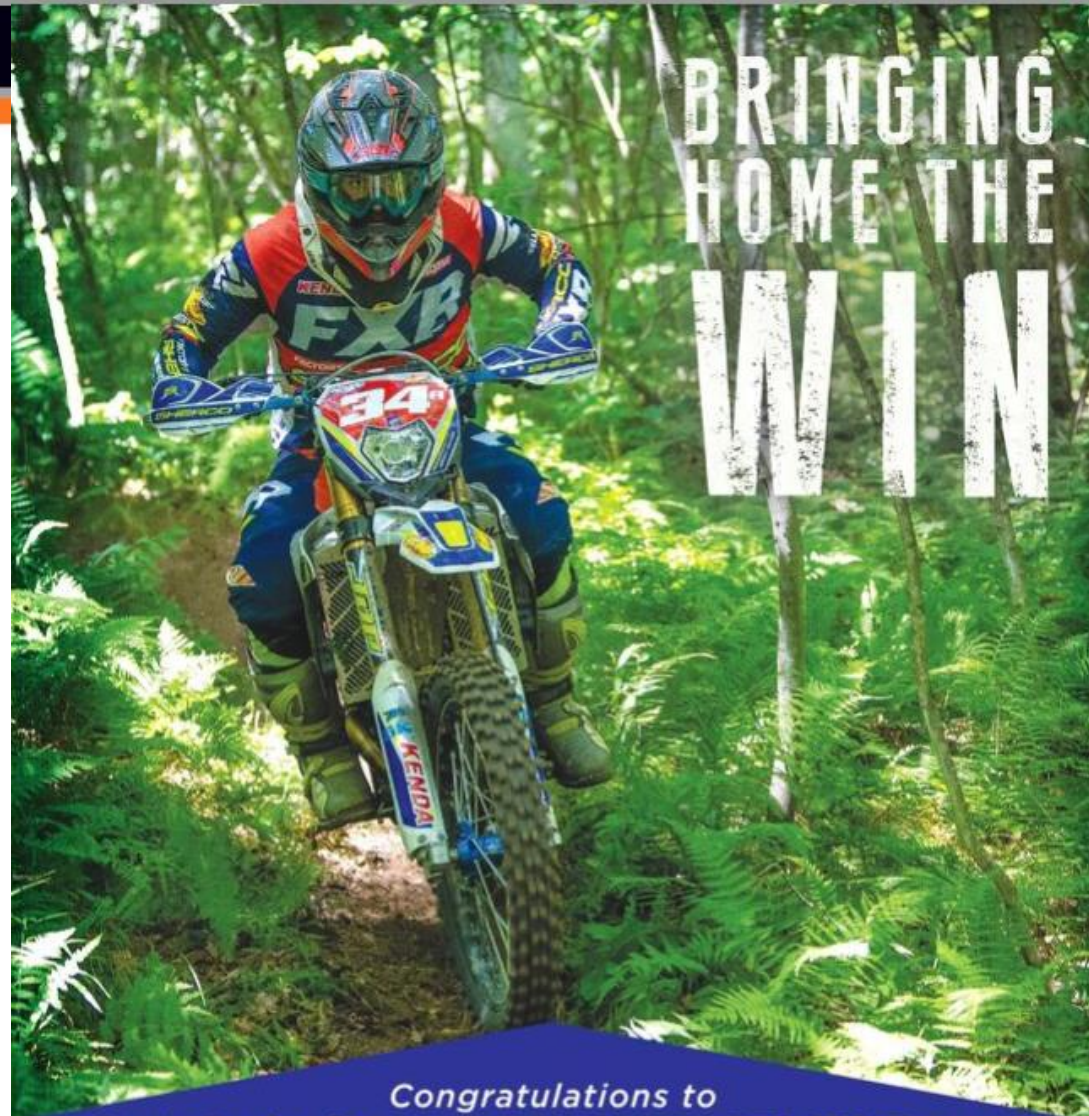
In 2001, Noah shipped out one week after 9/11 on the Naval ship, U.S.S. Bataan, for an eight-month deployment to Afghanistan. In 2003, he would again deploy to Iraq in support of Operation Iraqi Freedom. He has earned numerous medals from his service in support of the global war on terrorism. In 2008, Noah finally purchased his first dirt bike. He settled on a 2008 Honda CR125,

which he still owns.

The leadership of Sherco USA and FactoryONE Motorsports had been contemplating for nearly a year how to best honor a military member. No idea was off the table. Ultimately, the best thing to do was to gift a motorcycle to a servicemember who had sacrificed their passion for dirt bikes in order to serve our country.

Watts was that servicemember. On July 15, a surprised and very thankful Watts was presented and brand new Sherco 300 SEF.

[Click here for the complete story.](#) **CN**



BRINGING HOME THE WIN

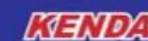
Congratulations to Grant Baylor for putting his Sherco SEF 450 Factory on top of the podium at the NEPG Rattlesnake Enduro.

SHERCO U.S.A

@SHERCOUSA_OFFICIAL

SHERCOUSA.COM

f@SHERCOUSA



**Cycle
News**

DIRT BIKE



Partner
Ad

FAST FOR SHER

Coming from behind to win the Rattlesnake National Enduro, Grant Baylor fought it out to the end on his FMF POWERED FactoryONE Sherco machine. Congratulations Grant, we look forward to seeing you ride to more victories!



THE OFFICIAL EXHAUST OF
SHERCO
USA



TEAM



ENDURO

FACTORY1
SHERCO

2020 saw the launch of our new FactoryONE Enduro team. The team is led by Cody Webb and Grant Baylor. Cody Webb is the United States top extreme enduro rider with a huge social media following. (150K IG followers with thousands of likes and 75-100 comments per post)

The team will be racing in events/series across the US and Europe. Everything from GNCC and WORCS, AMA Extreme Enduro and EnduroCross, to FIM global events

Team FactoryONE Sherco will be on the podium often and will contend for championships out of the gate with the team we are building.



Cody Webb

- Multi-time AMA EnduroCross Champion
- 150,000 Instagram followers

Cody Webb

Hometown: Watsonville, CA

Race bike: SE 300 Factory

Disciplines: Hard Enduro, EnduroCross

Accomplishments:

- 2010 AMA/NATC Mototrials Champion
- 2018 FIM SuperEnduro Champion
- Multi-time ESPN's X-Games medalist
- 2020 King of the Moto's Champion
- 2020 AMA East Extreme Off Road Champion

2020 Season Events:

- American Hard Enduro series
- Kenda Tennessee Knockout
- AMA EnduroCross season
- Select European hard enduros





**CONGRATULATIONS
CODY WEBB**

**SHERCO AMA EAST
EXTREME OFF-ROAD
CHAMPION**



Grant Baylor

Hometown: Belton, SC

Race bike: SEF 450 Factory

Disciplines: GNCC / NEPG

Accomplishments:

- 2013 GNCC XC2 Champion
- 2014 GNCC XC2 Champion
- 2014 ISDE Jr. Champion
- 6x ISDE Competitor
- 2014 Tennessee Knockout Hard Enduro 3rd
- 2019 NEPG Runner Up



Pat Smage

Hometown: Elkhorn, WI

Race bike: ST 300 Factory

Disciplines: Trials / Hard Enduro



Accomplishments:

2018 FIM Professional National Champion

Pat won his record setting 11th United States trials championship in 2019. He surpassed Red Bull athlete Geoff Arron to become the greatest of all time in trials.

Thought Starters



TEAM ENTITLEMENT

Your brand will be incorporated into the team name and logo

“Brand X FactoryONE Shero”

Your brand to have verbal and visual announcement each time the team is mentioned

Your logo to be the dominant logo on all brand items:

- *Team trucks*
- *Team gear*
- *Pit crew gear*
- *Media backdrop*
- *Social and digital media*



IP / EXCLUSIVES

*Your brand will have the full rights to
FactoryONE Sherco logos*

*Your brand will have the opportunity for
category exclusivity*



SOCIAL & DIGITAL

Sherco FactoryONE Racing plans to break the mold of traditional sponsorship. We want to leverage the power of story telling to engage with our fans and Sherco owners; to pull at their heart strings. This is in support of the traditional branding.

Your Brand to be featured in short story pieces that will drive home a brand connection

Your brand to be tagged on FactoryONE teams, Sherco company and FactoryONE riders' social media.

FactoryONE & Sherco USA to post a minimum of four (4) times annually on behalf of your brand across all of our social media channels with several additional postings where you may be tagged or hash tagged.

250,000+

ShercoUSA plus sponsored riders Social Media presence



FACTORY 1
SHERCO



dirtbikemag • Following

ovallesjoseluis353 @vingoglia
6w Reply

mj.trash.truck I go out here for the #everymchallenge (I've got friends that race) and the #kingofthehammers main race all of the parties and rock crawling. Huge accomplishment to any of the riders that can conquer this terrain, it truly is brutal out there
6w Reply

hansonfunnyfarm 2 seconds in and im already squidding it up
6w Reply

Liked by **nigelparker18** and 1,723 others
FEBRUARY 11

Add a comment... Post



cyclenews • Following

15w Reply

codywebb2 15w 1 like Reply

endurox530 @codywebb2 are those kendas on that thing?
15w Reply

waynedickert305 Looking good
15w Reply

p3carbon Hell Yea!!! Can't wait to see what @shercousa_official does this season!!!
15w Reply

Liked by **nickfahringier** and 550 others
NOVEMBER 20, 2019

Add a comment... Post



dirtbikemag • Following

dirtbikemag @grbaylor314 @shercousa_official getting the finishing touches by mechanic @eric_siraton in the pits of @gncc_racing .
#dirt #dirtbike #magazine #news #offroad #media #print #video #adventure #outdoors #racing #testing #motocross #supercross #motorcycle

Liked by **nickfahringier** and 1,880 others
MARCH 10

Add a comment... Post



shercousa_official
HammerTown USA, Johnson Valley OHV

dirtbikemag • Following

dirtbikemag Repost from @shercousa_official . @codywebb2 is ready for racing 🏍️ in his SE300 #2stroke .
#dirt #dirtbike #magazine #news #offroad #media #print #video #adventure . #outdoors #racing #testing #motocross
7w

shercousa_official https://youtu.be/UsNditf0tmQ for live feed. Cody and Manny are on last lap
7w 4 likes Reply

Liked by **communityoffroad** and 2,194 others
FEBRUARY 8

Add a comment... Post



BRANDING

*placement of your
brand identity on
team motorcycles*



OTHER BRANDING

Logo placement on team gear, vans and trucks



Team vehicle logos to be seen by millions of people as they traverse the country from event to event

Media Backdrop



Team Gear



MILITARY APPRECIATION

Military Appreciation

In 2020, Sherco USA gifted a deserving military member with a Factory race bike. Noah Watts was with Force Recon in the Marines and currently serves with the US Army's Golden Knights. It wasn't our intention to have the promotion be one of our biggest stories of the year, garnering almost viral attention across the off-road motorcycle world.

We would like to work with a brand on an overarching program that provides military members, veterans and first responders with special incentives and appreciation. Details to be mutually agreed upon



PROMOTIONAL

In-Store – Social Media

Your brand and FactoryONE Sherco to collaborate on in store or other digital promotions designed to engage our fans at the store level to make buying decisions.

Details to be mutually agreed upon but it could be as simple as an enter to win with proof of purchase to a more detailed online promo where a consumer has to submit a photo of themselves using your products on our social handles. We can make it a data collection project as well.

At Race Displays

FactoryONE Sherco would place a branded display stands within their pits at all races. We could also place a 10 x 10 canopy with feather flags for additional branding at the end cap of our pits

Sampling Opportunities

Along with the at race displays, we could provide a limited sampling opportunity at each race weekend

DEALER NETWORK

If applicable - Sherco USA will provide an introduction to our dealer network as a direct opportunity for ROI on the partnership.

Possibility to have your products sold through rypusa.com which is our aftermarket parts and gear store



THANK YOU

Bryan Kraham

Chief Marketing Officer

Sherco USA

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