



ROBIN MULHAUSER



DOUBLE ENDURANCE WORLDCHAMP



**2023**

**WORLD CHAMPIONSHIP**

**ENDURANCE FIM EWC**



## ROBIN MULHAUSER



Swiss rider (from Fribourg) in the World Endurance Championship and **double World Champion** in the stock category. Has been practicing his discipline for 15 years at the highest level.

- ◇ 31 years old - 07/11/1991
- ◇ Swiss
- ◇ Master (MBA) in Sport Marketing
- ◇ TV CONSULTANT - RTS MotoGP

## CAREER

<b>2022:</b>	6 <sup>th</sup> World Endurance Championship EWC
<b>2021:</b>	6 <sup>th</sup> World Endurance Championship EWC
<b>2020:</b>	<b>WORLD CHAMPION - Endurance STK</b>
<b>2019:</b>	<b>WORLD CHAMPION - Endurance STK</b>
<b>2018:</b>	9 <sup>th</sup> World Endurance Championship EWC
<b>2017:</b>	2 <sup>nd</sup> World Endurance Championship STK
<b>2016:</b>	20 <sup>th</sup> Grand-Prix Moto2
<b>2015:</b>	26 <sup>th</sup> Grand-Prix Moto2
<b>2014:</b>	28 <sup>th</sup> Grand-Prix Moto2
<b>2013:</b>	7 <sup>th</sup> European Championship 600cc
<b>2012:</b>	15 <sup>th</sup> European Championship 600cc
<b>2011:</b>	5 <sup>th</sup> Yamaha R6 cup Germany
<b>2010:</b>	17 <sup>th</sup> IDM 125cc
<b>2008/09:</b>	IDM 125cc
<b>2007:</b>	Beginning in motorcycle - Swiss Championship pocket bike



## YART | YAMAHA AUSTRIA RACING TEAM



The YART (Yamaha Austria Racing Team) is a **Yamaha factory team** in the World Endurance Championship. Founded in 2001 by owner and Team Manager **Mandy Kainz**, it is one of the most prestigious and competitive teams in the World Championship.

The success story began in 2003 and 2004 when it achieved its first podiums. YART finished third in the overall standings of the 2005 World Championship, beginning a five-year run in which **the team never left the top three**.

In 2009, **the team reached the ultimate goal** and led its Yamaha YZF-R1 to victory in the 2009 World Endurance Championship by winning the legendary 24 Hours of Le Mans, the 8 Hours of Oschersleben, the 8 Hours of Albacete and the 8 Hours of Doha.

To date, YART has achieved **34 podium finishes with 10 victories, a World Championship title and 13 fastest race laps**.

The following years have also been crowned with a great series of victories:  
2020 - 12h Estoril - 2019 - 8h Sepang - 2018 & 2019 - 8h Slovakiaring.

The team's ambitions for 2023 are clear: **Win back the World Championship title**

With a LINUP of international and experienced drivers: **Nicolo Canepa (ITA), Marvin Fritz (GER), Karel Hanika (CZ) and Robin Mulhauser (CH)**, the Yart has everything to achieve this goal!



## CHAMPIONSHIP FIM ENDURANCE EWC




The **FIM EWC** is a big show championship that features motorcycles, men and women on events from 8 to 24 hours.


The **2023 season** includes four rounds in France, Belgium and Japan. The FIM EWC stops on prestigious tracks such as the Circuit Paul Ricard in Le Castellet, the Bugatti Circuit in Le Mans in France, Spa Francorchamps in Belgium and the Suzuka Circuit in Japan.

Since the arrival of **Eurosport Events** as promoter of the EWC alongside the FIM in 2015, the World Championship has particularly progressed in terms of media coverage with live TV broadcasts around the world, attendance with renewed public interest, internationalization and participation of teams in the FIM EWC with each season the arrival of new teams and high level pilots.

The FIM EWC has unique specificities in motorcycle sport. All events are held at night, even during the 8-hour races. The FIM EWC is one of the few World Championships where the choice of tires remains free. Another originality of the FIM EWC is the spectacular «Le Mans type» starts where the riders run across the track to get on their bikes.

[www.fimewc.com](http://www.fimewc.com)

 Instagram **75'900** Followers

 Youtube **26 mio** total views

 Facebook **100'000** Followers

## SOME ROBIN MULHAUSER

 Instagram **69'600** Followers (+50% to 2021)

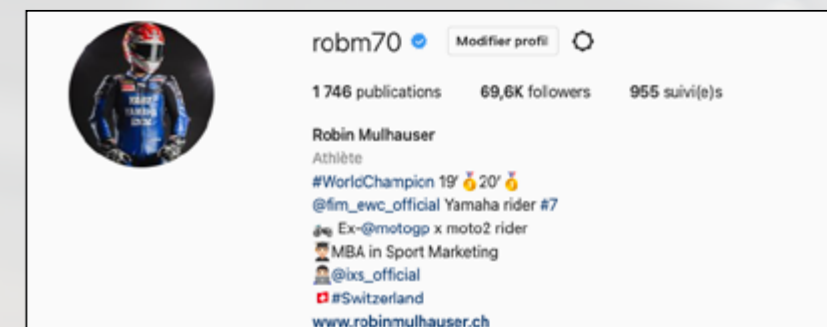
 Youtube **50'000** total views

 Facebook **5900** Followers

 NEW in 2022 TikTok **4700** Followers **90'000** likes

 Twitter **3000** Followers

 LinkedIn **1000** relations



certified account on Instagram et Facebook

## INFLUENCE / VISIBILITY / ROI

With a well known name in the industry thanks to my time as a Grand Prix rider, I have received a lot of attention for several years. In addition to racing, I am a consultant for the RTS (Radio Télévision Suisse) as well as a Yamaha ambassador, which gives me a lot of media attention.

**2021 and 2022 were huge stepping stones!** in terms of visibility since all my social networks as well as my «brand awareness» have experienced an extraordinary boom! Take for example my Instagram account having experienced a **+158% increase** going from 14,000 to 39,000 followers in just one year with video content totaling over **10mio views over the year!**

Nearing records, statistics place me among the most recognized Swiss sportsmen in 2022, with at the best of the year more than **1,1 mio/week of individual accounts reached!** Thanks to analysis tools such as Iconosquare or LikeOmeter, we were able to see that I was in the **Top 20 of the most influential Swiss athletes** on Instagram between Wendy Holdener and Marco Odermatt (Roger Federer being the 1st) with an **engagement rate of more than 50%!**

In addition to being a rider, marketing specialist at Yamaha Switzerland and TV commentator, I am also a content creator. These statistics show that my hard work has paid off both on and off the track.

These numbers show my potential to be a showcase for your brand and our joint projects can only be limited by the sky! **So let's work together!**

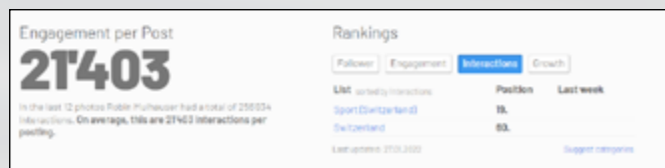
My circle of influence on social networks is about **50'000 people**. Nowadays, it is very important for a sportsman to be active «online», and thanks to our future partnership you will be able to benefit from my circle of influence.



## 2021 IN NUMBERS



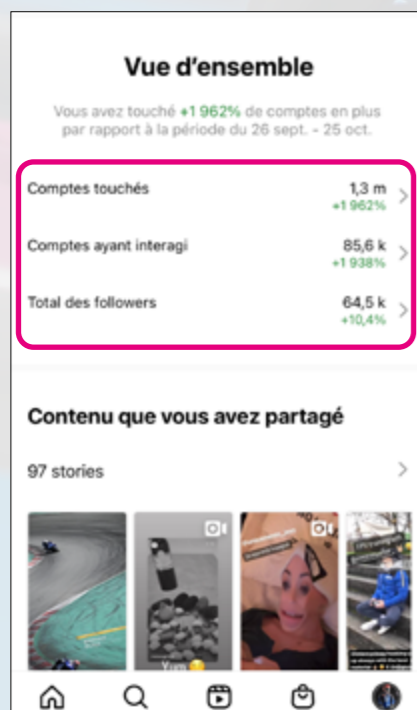
engagement rate



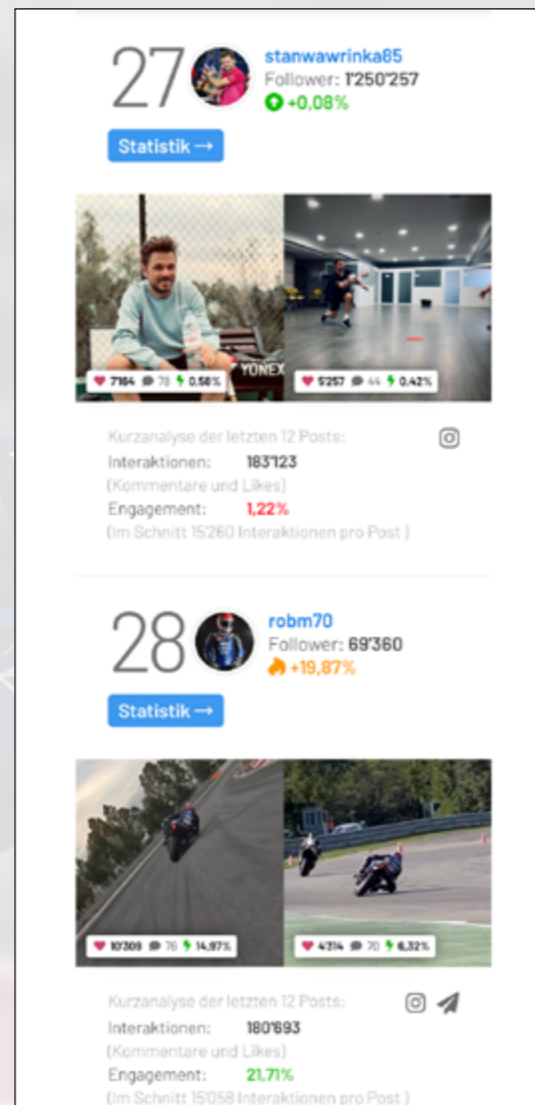
engagement per post



follower history



accounts reached per week



ranking swiss athlete on instagram November 2022

## MEDIA COVERAGE & ROI

Social networks are a real showcase and an important part of my visibility. But that's not all! During the weekends of competitions, all our races are broadcasted worldwide and our image time is considerably high:

**Live broadcast image time - Robin Mulhauser 2022: 57 minutes**

Eurosport has **246 million** cumulative viewers in **75 countries** in Europe, Asia-Pacific, Africa and the Middle East.

I appeared many times in 2022 in TV reports, in specialized magazines, on the radio as well as in the press such as **Le Matin** or **20min.ch**.

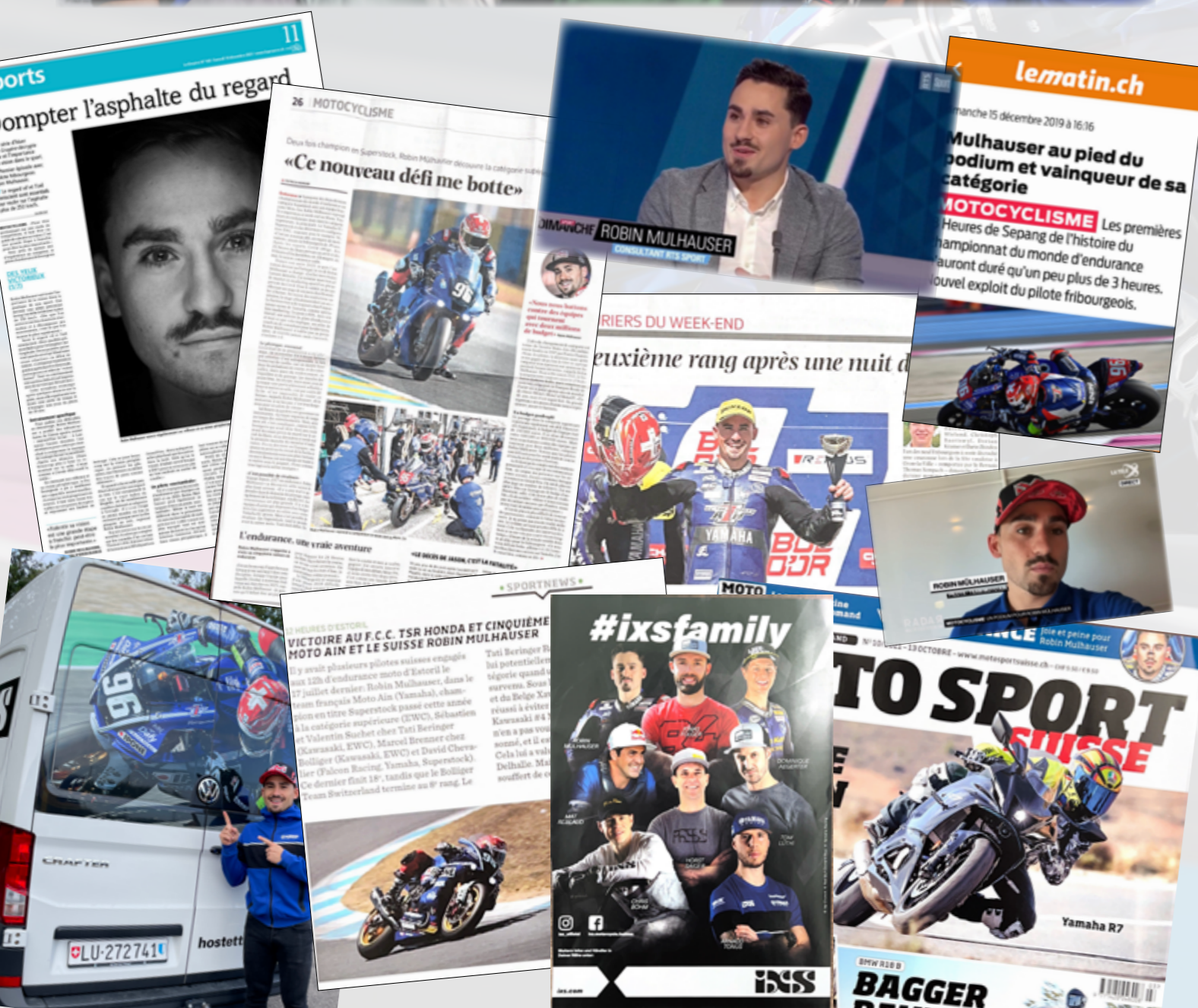
Through my media coverage, you can also benefit from this showcase for your brand. Without forgetting that you will be able to amplify your relations and business networks through my events which offer a real possibility of networking.

My different partners are featured on my equipment which allows them to have visibility on TV spots, advertising displays or even on vehicles crisscrossing Switzerland. (see pictures on the next page)





## COVERAGE 2021



## PARTNERSHIP X ROBIN MULHAUSER

My budget for the **2022 season** amounts to more than **100'000 CHF**: the funds collected contribute to the financing of the trainings, the travels, the equipment, the events that I organize and the most of all **be even more competitive!**

In order to considerably increase the visibility of your company, I propose you to associate your image with a world-famous rider, team and championship:

**Depending on your choice of partnership, here are the advantages (à la carte):**

- ★ Your brand on all my physical and digital media
- ★ Your brand on the supports of the TEAM
- ★ Availability of the athlete on your events
- ★ Your promotions on my social networks \*à la carte
- ★ Invitations to events (24h du Mans VIP, various celebrations, and so on.)





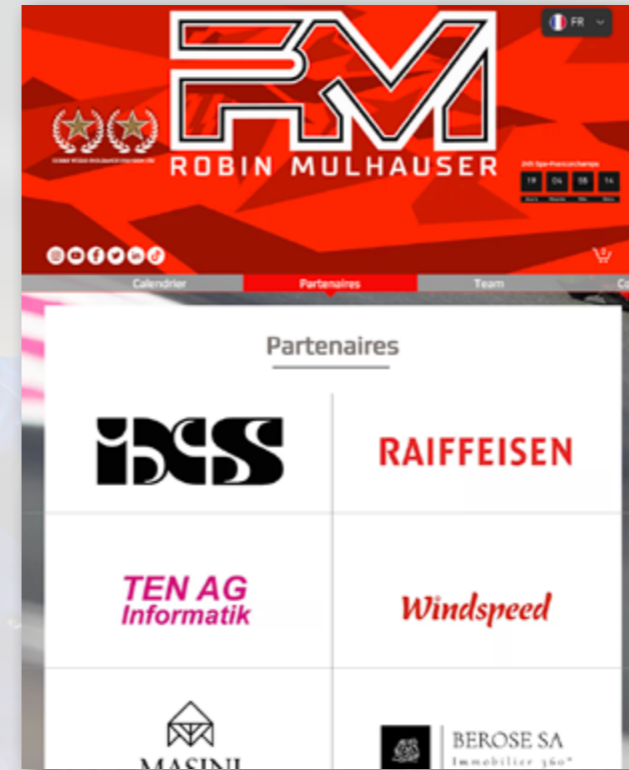
## YOUR VISIBILITY



my helmet



my equipment



my website



flyers & various communication



my car



my bike



my merchandising



My business card  
Contact me! 😊





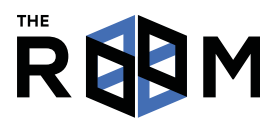
TEN AG Informatik



MAIDAY

GRAHAM  
TIMEKEEPERS

RAIFFEISEN



ROBIN MULHAUSER



SCAN ME