

# Africa Eco Race

## From dream to reality...

They are already sponsors:



TRC Racing,  
importateur Kove  
France



**Fun Garage S.à r.l.**



24 JAN // 7 FEB 2026

[ 17TH EDITION ]

# AFRICA ECO RACE

  
**MOTORBIKE**  
"MALLE MOTO"  
FRÉDÉRIC  
RICHTER



# Let's live together the experience!



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# Presentation



My name is Frédéric, since the age of 6, my life has been punctuated by an unwavering passion for motorcycles. Until I was 17 I rode motocross and once I had my motorcycle license I practiced my passion on the road as well as on race tracks with hyper sport bikes. In 2020 I returned to my origins in motorcycling, off-road, by participating in various trail events (Hard Défi Tour, HAT extreme, etc.) and riding on the TET.

**A first decisive step in the return to competition in 2023** by participating in the Hellas Rally Raid in Greece in the “malle-moto” category riding a KTM 690 endure R. I finished this rally in **15th position in M5 class** and 143rd on 264 overall.

In 2024, riding my KTM 690 endure R, I will participate in the Hard Défi Tour and the Illyria Raid in “malle-moto” (raid crossing Greece, Albania, North Macedonia, Serbia, Bosnia and Croatia). In 2025, I switch to the Kove 450 rally which I have used to race the Morocco Desert Challenge, the longest and hardest rally in Morocco.

However, **the Africa Eco Race represents the ultimate goal for me.** In January 2026, I will embark on this legendary race with 12 days of racing on the program with more than 6,000 km of tracks, stones and sand dunes.

## Frédéric Richter

25/01/1978  
Married, 2 kids  
1,81m / 75kgs  
Merchant  
Wormeldange,  
Luxembourg





DECEMBER 30TH ➤ JANUARY 14TH



The Africa Eco Race  
departs from France to  
reach the shores of Pink  
Lake in Dakar, Senegal.



# The Africa Eco Race



The Africa Eco Race is **THE** rally that returns to the roots of the original Paris-Dakar. Both from a geographical point of view and from a state of mind. It is 12 stages for more than 6.000 km of race.

The Africa Eco Race was created in 2008 by two men who marked the history of the greatest rallies, **Jean-Louis SCHLESSER** and **René METGE**.

**Their objective: to rediscover Africa**, this continent which hosted the legendary Paris-Dakar rally with an arrival on the edge of the legendary **Pink Lake of Dakar** in Senegal, in the footsteps of **Thierry SABINE**.

Highlight the true values of motor sport, human values, conviviality, authenticity, solidarity and sporting spirit.

**The Africa Eco Race immerses its participants in an authentic atmosphere, along exclusive circuits focused on navigation and driving, amid unforgettable landscapes that only Africa can offer.**

The 17<sup>th</sup> edition of the Africa Eco Race will take place from 24 January until 7 February 2026.







# “Malle-moto” vs. assistance

## “Malle-Moto”

The “malle-moto” category is the most extreme, not allowing riders to have a mechanic at their side. After each stage, the rider must do the mechanics and repairs of my motorcycle. **Two 80 liters trunks are the only traveling companions throughout the rally**, containing all the tools and spare parts necessary to reach the finish.

## Assistance

After an exhausting day of riding, the rider puts his motorcycle in the expert hands of a professional mechanic who will carry out maintenance and repairs to leave the next morning in the best conditions.

## My Africa Eco Race?

So far, I have always ridden in the “malle-moto” category. As we say, malle-moto once, malle-motto forever! I’m therefore registered at the Africa Eco Race in the malle-moto category.





# The road to the Africa Eco Race

Participating in the Africa Eco Race, one of the most difficult rallies in the world, cannot be improvised.

The experience acquired to date in navigation and driving on rallies in Europe is not enough, I will have to gain experience in the sand and navigation in the dunes in 2025.

My preparation during 2025 will focus on the following points:

- Physical preparation specific to the practice of motorcycle rally raids;
- Rides in Europe with the Kove 450 Rally on the TET, Hard Défi Tour, HAT, etc.;
- Participation to the Morocco Desert Challenge (10 days – 3.000km) in April 2025 in “malle-moto” category with the Kove 450 Rally.

**Participation in the Africa Eco Race in January 2026.**







# The bike for the Africa Eco Race

## Specs:

- Fuel capacity: 30l
- Saddle high: 960mm
- Dry weight: 145kg

## Engine:

- 449cc 4-stroke single cylinder
- Liquid cooled
- Injection
- 54hp
- Top speed: 170km/h

Value with factory setup:  
20.000 eur



## Navigation:

- Roadbook
- ICO
- Iritack







# Budget

|   |                   |
|---|-------------------|
| Spare parts and maintenance (motor, filters, oil, clutch, etc.):        | 4.000 eur         |
| Tires and BIB Mousses:  | 2.000 eur         |
| Navigation equipment:   | 1.000 eur         |
| International rally license for 2026:                                   | 2.000 eur         |
| Registration to the Africa Eco Race 2026 with option Motul Xtrem rider: | 11.500 eur        |
| Fuel  | 1.500 eur         |
| Bivouac equipment (tent, sleeping bag, etc)                             | 500 eur           |
| Hotel/flights linked to the Africa Eco Race:                            | 2.500 eur         |
| Divers (pictures, inreach, etc)   | <u>1.000 eur</u>  |
|   | <b>26.000 eur</b> |
| <b>Optional:</b>  |                   |
| Rider's equipment renewal   | 2.000 eur         |







# Visibility

I am looking for **partners for this exceptional adventure** which is the Africa Eco Race in January 2026.

By becoming an Official Sponsor you are participating with me in this race, one of the toughest in the world!

You will boost the visibility of your business thanks to the various communication tools available on social networks and YouTube channel, local and international press, etc.).

## **Who can be a sponsor?**

**Everyone can become sponsor, the slightest support is important**, it may seem minimal to you but very necessary for me. Companies, whether small or large, and even individuals can become sponsors.

The advantages of being a sponsor: having an “AMBASSADOR”, national and international visibility of your company, working on its image, developing its notoriety, increasing its turnover, benefiting from tax advantages, etc.



# Visibility

If you want to experience the adventure, I offer you the choice between:

- 4 predefined packs;
- Create a tailor-made package for you. To do this, your wishes, your budget and your communication strategy will be taken into account.

Participation can be financial or an award of the same value, e.g. motorcycle parts/maintenance, pilot equipment, bivouac equipment, sports equipment for training, etc.

You want to support me on the path to this dream but with little budget/you are a private individual? No worries, you give the amount you want, the slightest support is important. As a thank you, your name will appear on the motorcycle's graphics kit in the "L" position.

My social networks:

- YouTube: 115K+ views, more than 5K+ subscribers of the "Fred Moto Adventures" channel
- Facebook: more than 4,5K+ friends/followers of the dedicated profile "Frederic Moto Adventures – Objectif Africa Eco Race"
- Instagram: 500+ followers @fredmotoadventures

Numerous YouTube videos in the format used for the Hellas Rally Raid and Morocco Desert Challenge will be produced for each of the training rallies and the Africa Eco Race. In these videos I will highlight your business.

# Visibility

## **Pack “Bronze”- 250 eur**

- Sticker “Fred moto adventure”
- “Africa Eco Race objective” T-shirt
- Your company logo on my social networks and videos
- Facebook post featuring your business
- Access to the “Objectif Africa Eco Race” WhatsApp group sharing my results live during the race
- CD with photos of the Africa Eco Race
- Your company logo on the motorcycle's graphics kit, location L shared with other sponsors

## **Pack “Argent” – 750 eur**

- Sticker “Fred moto adventure”
- “Africa Eco Race objective” T-shirt
- Your company logo on my social networks and videos
- Facebook post featuring your business
- Access to the “Objectif Africa Eco Race” WhatsApp group sharing my results live during the race
- CD with photos of the Africa Eco Race
- Your company logo on the motorcycle's graphics kit (location H, I, J or K)



# Visibility

## **Pack “Or” – 1.250 eur**

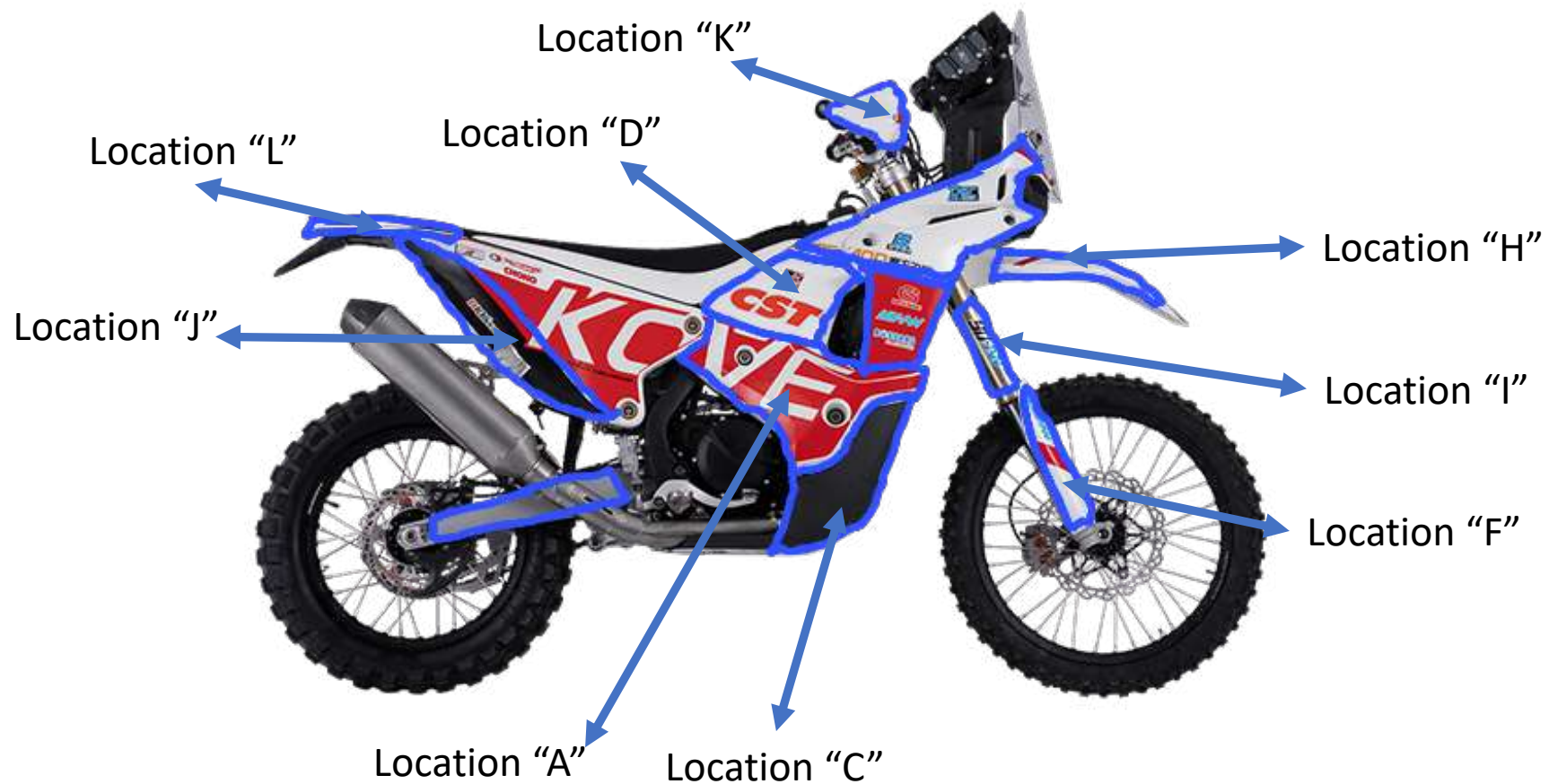
- Sticker “Fred moto adventure”
- “Africa Eco Race objective” T-shirt
- Your company logo on my social networks and videos
- Facebook post featuring your business
- Access to the “Objectif Africa Eco Race” WhatsApp group sharing my results live during the race
- CD with photos of the Africa Eco Race
- “A3” poster
- Your company logo on the motorcycle's graphics kit (location D or F)

## **Pack “Platinum” – 2.500 eur**

- Sticker “Fred moto adventure”
- “Africa Eco Race objective” T-shirt
- Your company logo on my social networks and videos
- Facebook post featuring your business
- Access to the “Objectif Africa Eco Race” WhatsApp group sharing my results live during the race
- CD with photos of the Africa Eco Race
- “A3” poster
- Your company logo on the motorcycle's graphics kit (location Aa or C)
- I’ll come to your business with the race motorcycle to share with your employees the experience to prepare and racing the Africa Eco Race

# Visibility

On the **bike** (replicated on both sides):







*Join the adventure!*

Youtube: <https://www.youtube.com/@fredmotoadventures5286>

Facebook: <https://www.facebook.com/frederic.moto.adventures>

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