

RIEJU

PRESS DOSSIER RIEJU DAKAR 2023



1.1. RIEJU TEAM. OUR PILOTS

DANI NOSIGLIA · DORSAL 54

Daniel Nosiglia has been linked to the world of motorbikes since he was born. His father, Walter Nosiglia, is one of Bolivia's national heroes, having won a historic 3rd place in the Dakar in 2015.

Daniel Nosiglia (La Paz, Bolivia, 2nd July 1994) won a Dakar Series in Africa and what he wants most of all is for his country to be at the top of the world.



PALMARÉS

- 2022** 2022: 5th in the Atacama Rally, participation in the Dakar Rally.
- 2021** 17th classified in the Rally du Maroc in the GP category; participation in the South America Rally and the Dakar Rally.
- 2020** Participation in the Dakar Rally.
- 2019** 10th classified in the Dakar in the general motorbike category; 3rd classified in the amateur and super production categories.
- 2018** 9th in the Latin American Rallycross championship; 26th in the Dakar Rally series, 20th and 8th in the world championship on the Route 40 in the Rallycross and General categories respectively; 1st classified in super enduro in La Paz; 5th classified in Dakar super production category; 13th classified in Dakar general category.
- 2017** Latin American Rally Cross country runner-up; 5th in Inka Rally general category; 3rd in Ruta 40 Argentinean championship; 7th in Ruta 40 World Fim championship; 3rd classified in the Dakar Rally Rookie category; 24th classified in the Dakar Rally general category.
- 2016** 2nd classified in Rally Chosmalal Argentina; 6th classified in Rally La Cumbre Argentina; Winner Rally Morocco category Dakar Challenge Africa; Winner Hard Enduro challenge Bolivia; 11th classified in the professional category Enduro del verano
- 2015** 7th classified in the professional category Enduro of the summer.
- 2014** Championship Northern Chile; 9th classified in the professional category Enduro of the summer.
- 2013** 2nd classified in the professional summer Enduro category; runner-up in the championship of the northern zone of Chile.
- 2012** 1st classified professional category Enduro of the summer.
- 2011** 1st classified in the national championship MX2 category; 5th classified in the professional summer Enduro category.
- 2010** 3rd classified national championship MX2 category.
- 2009** 4º clasificado campeonato nacional categoría MX2.
- 2008** 4th classified Seminole category 250 USA.
- 2007** 2nd classified national championship category 85.
- 2006** 3rd classified national championship category 85.
- 2005** 1st classified national championship category 65.
- 2004** 2nd classified national championship category 65.
- 2003** 3rd classified national championship category 65.
- 2002** 1st classified national championship category 50.

1.1. RIEJU TEAM. OUR PILOTS

SANDRA GÓMEZ · DORSAL 56

Her whole life has revolved around dirt bikes. Motorbikes are a family affair, Sandra started riding motorbikes when she was 3 years old. From an early age it was always a game she shared with her brother, as well as being a hobby of her father. The motorbike was always there.



PALMARÉS

- 2022** Hard Enduro World Championship, 1st National Enduro, Champion of the Trial of Nations with Spain. Participation in the Dakar.
- 2021** Finisher Redbull Romaniacs Gold category, 3rd in the ISDE, 4th in the Trial World Championship, 31st in the Rally Morocco in Rally2 category.
- 2020** First woman in history to finish Redbull Romaniacs. Third in the Trial World Championship, 4th in the Enduro World Championship.
- 2019** 32nd in the hard enduro world ranking (men's only category), 3rd in the Trial World Championship and 1st in the TDN Nations Trial World Championship.
- 2018** Runner-up in the Trial World Championship and bronze medal ISDE
- 2017** 1st Redbull Erzberg Rodeo Prologue
- 2016** World superenduro champion, silver medal at ISDE, World Trials runner-up, 2nd at Trial of Nations
- 2015** Champion of America endurocros
- 2014** Silver medal XGames Austin, Spanish Trial Champion, 3rd in the Trial World Championship and 2nd in the Trial of Nations
- 2013** Bronze Medal XGames Barcelona, Bronze Medal XGames Munich, 2nd in the Trial of Nations and 4th in the Trial World Championship
- 2012** 3rd in the Trial World Championship, 1st in the Trial of Nations
- 2011** Spanish Trials Champion and 1st in the Trial of the Nations

1.1. RIEJU TEAM. OUR PILOTS

DIEGO LLANOS - DORSAL 29

His entire sporting career, over seven years, has been dedicated to the Enduro speciality, standing out in the Argentinean Championship and in three ISDE races. In addition, Diego has alternated his participation in Motocross competitions, as training and for the last four years he has been seriously considering the Dakar.



PALMARÉS

- 2022** 2nd Argentine Enduro Championship. 1st in the Pro Moto Unlimited category in the Score Baja 500 in Mexico. Participation in the Dakar.
- 2021** 1st in the Argentinean Enduro Championship; 4th in the SARR 2021 Motorcycle General Classification.
- 2020** Competed in two dates of the Metropolitan Enduro Championship of Chile, obtaining 1st and 3rd place, respectively.
- 2019** Runner-up in the National Enduro Championship Senior A class (3 wins, tied for 2nd place); 1st in the Transmontaña.
- 2018** 3rd in the National Enduro Senior A Championship; Gold Medal ISDE Chile.
- 2017** 4th in the Enduro Senior A National Championship; 1st in the Transmontaña.
- 2016** 4th in the Enduro Senior A National Championship; Silver Medal at ISDE Spain.
- 2015** 4th in the Enduro Senior A National Championship; 1st in the Super Enduro of Va. Gesell
- 2014** 4th in the Enduro Senior A National Championship; Silver Medal at ISDE Argentina.
- 2013** 3rd in the Enduro Senior A National Championship.

1.1. RIEJU TEAM. OUR PILOTS

PATO CABRERA · DORSAL 35

In this edition Pato Cabrera can break a world record.

If he finishes this edition, Pato Cabrera, at just 32 years of age, will break the world record and become the youngest Legend rider in history (a Legend rider is a Dakar rider who has participated in more than ten editions of the Dakar Rally).

Chilean rider Patricio Cabrera is determined to finish this race to claim the title, and for the occasion it will be dressed in green, in commemoration of the Legend range that Rieju has presented on the occasion of its 80th anniversary.



PALMARÉS

- 2022** Participation in the Dakar.
- 2021** Member of the Rieju Racing Team for the 2021 season.
- 2020** 28th classified Dakar Rally.
- 2019** 35th classified Dakar Rally; 3rd classified Atacama Rally.
- 2018** 33rd classified Dakar Rally; 1st classified South American Desafío Guaraní Rally.
- 2017** 33rd classified Dakar Rally.
- 2015** 33rd classified Dakar Rally.
- 2014** 48th placed Dakar Rally.
- 2013** 84th classified Dakar Rally.

1.2 RIEJU IN COMPETITION

Rieju's experience in world-class sporting competitions goes back three decades. The journey in 1978 with the manufacture of the TT 406 motorcycle as evolution of the previous model, with 74 cc engine. **With Minarelli, Rieju began their successful adventure in the all terreno competition, participating in his first Spanish Enduro Championship in the 75cc category, and achieving a total of 12 national championships.**

Since its inception Rieju has been present in races of different categories, although it has been the Enduro class of 80cc that has given the brand the most wins, with **nine victories in the Spanish Championship** and the Runner-up of the World in the ISDE of Enduro of 1985. Rieju also participated that same year in the Six Days International of Enduro de la Cerdanya which was a historic milestone. Rieju raced with four MR80 motorcycles, in the 80cc category. Francesc Rubio was the most outstanding rider, with an excellent second place, in a race where **Rieju riders won two gold medals, one silver and one bronze.** Other victories to be highlighted in other disciplines have been those of **Quim Fabregas** in 1985 on a STRADA and that of **Carlos Checa** (world champion of Superbikes- SBK) in 1991 with an RST80, both in the Spanish Speed Championship.

Remarkable is also the victory for the brand that Manuel Rivas achieved at the 1996 European Cross Championship. Rieju's involvement in the sport has not been limited to participation in different championships already mentioned, but it has organised its own promotion cups with the philosophy of the brand of helping young people and developing the product in the demanding field of competition. An example of this is the Rieju Supermotard Championship (from 2000 to 2002) with **more than 100 drivers** from Spain or the Rieju R53 RR Speed Cup, created in 2014 and still current today, which cradles young riders who will be part of a new generation of World Champions. **Marc Marquez, Pol and Aleix Espargaró, Tito Rabat or Carlos Checa took their first steps and achieved their first triumphs at controls of a Rieju motorcycle.**

Rieju's first participation in the Dakar dates back to 2009. The brand then developed two large displacement enduro models (Marathon 250 and 450) and debuted with three motorcycles integrated into the Tot Curses team. This first participation was followed by two others, the Marathon 450 production machine was the bike of the official Rieju team. **We took a victory with the rider Filippo Ciotti in 2011,** in the standard production class.



1.3 RIEJU HISTORY

1978

1st Spanish Enduro Championship in the 75cc category.
(12 national championships throughout its history).



1979

Rieju Marathon. Her successes make her part of the history of Spanish motorcycling



1980

Marathon 80cc. of Enduro and Cross with which you get numerous sporting successes.



1984

The competition offers Rieju an exceptional test bench that leads to the production of the MR80, worthy successor to the Marathon.



1996

Marc Márquez on the picture RS1. The beginning of a success, a "small racing machine".



2000

1st National Supermotard Championship, aiming to discover new promises. Success is such that another Cup is organized the following year, crossing borders to the Principality of Andorra. In total, it is four consecutive years of The Rieju Supermotard Cup, from which come drivers who make a difference in the following years in races such as the Champion to the World of Speed. **Pol and Aleix Espargaró** (champion de la Copa Rieju of 2000 and 3rd in the R Cup 2000, respectively), or Ricard Cardús, are a good example.



2011

Gold in the Dakar Moto series with Filippo Ciotti



2021

13 Rieju riders take part in the 6 days in Italy. After more than 30 years the Rieju MR returns to the ISDE with Víctor Guerrero as official rider.



2022

4 finishers of the Dakar Rally. Spanish Enduro Championship in women and second place in the World Enduro Championship with Mireia Badia. Hard Enduro Championship with Francesc Moret. 15 Rieju riders take part in the 6 days in France.



2. RIEJU YESTERDAY, TODAY AND TOMORROW

2.1. RIEJU THE LAST 100% SPANISH MOTORCYCLE MANUFACTURER

Rieju is a family business that was born in 1934 by two young entrepreneurs: Don Luis Riera Carré and Don Jaime Juanola Farrés, who began their business adventure with the manufacture of bicycle accessories. From the merger of the two surnames, the brand Rieju (Riera+Juanola) was born.



1945 ● Manufacturing the first moped.



1953 ● The brand's first motorcycle was produced: the Rieju 175cc. with AMC 4T engine.



1958 ● Rieju presented its commercial version of this scooter project, which sees the light with the name ISARD: a hybrid between motorcycle and scooter, with a very peculiar aesthetic.



1959 ● The new JACA model was incorporated, selling about 3,200 units between 1959 and 1963.

1964 ● Rieju obtained a manufacturing license for Minarelli engines in Figueres. This agreement marks a before and after, as to this day it continues to mount all its mopeds with motors of Minarelli origin. From this agreement are born a whole series of Rieju motorcycles and mopeds that typify the tough brand which populated the tough roads of Spain in the 60s: robust, durable motorbikes, which even today still circulate throughout the country.



1979 ● We presented the TT 505 Marathon series in 50 and 74cc with which Rieju achieved countless successes in competition, including 9 Spanish Enduro Championships in the 74cc and 80cc categories during the 80s.



1984 ● The MR80 series was released in Enduro and Cross versions.



1993 ● Another famous Rieju vehicle was born: the 50cc moped, a DRAC all-terrain, which will share the market with RR 50. As a result of the agreement and collaboration with Castrol Spain, the first versions of the RR Castrol version come to light.



2. RIEJU YESTERDAY, TODAY AND TOMORROW

2.1. RIEJU THE LAST 100% SPANISH MOTORCYCLE MANUFACTURER



2007

It presents a new concept of all-road motorcycle, which being the youngest and most dynamic evolution of the Tango model, will allow the future owner the personalized choice of a unique motorcycle through the system "design, try and buy it" that required the adaptation of the production system. It is the same year, Rieju starts manufacturing the ebike.



2009

A total restructuring of the range was carried out and launched the MRT 50 and Marathon125. The MRT makes Rieju the best-selling 50cc brand with manual gear shifting. The Marathon 250 and 450 all-road Yamaha WR engine, a racing product available to users and riders, are also sold.



2015

Rieju launched a new line of work with the addition of its range of electric bikes in Mountain Bike and City versions.



2018

An alliance with the Bosch brand allows the development of an innovative electric motorcycle, Rieju Nuuk, prepared for both fleets and private individuals.



2020

The agreement to acquire the platform and replace the Enduro range marketed under the GasGas brand and Rieju brings to market the enduro range "Hard off-road".



2021

Rieju consolidates its position in the world of electric vehicles with the new E-CITY model. It also updates all its models to Euro 5 standards.



2022

Coinciding with the brand's anniversary and honouring so many years of history, Rieju dresses in green to present the new Legend range, a range with exclusive finishes and powerparts. Rieju launches into the trail with its new Aventura range, headed by the Aventura 500 Legend.



2. RIEJU YESTERDAY, TODAY AND TOMORROW

2.2 RIEJU TODAY

Today, Rieju has an extensive all-road range (MRT, Tango, and top evolutions of the PRO range in 50cc. 2T and 125cc. 4T), plus the Century 125 model, a motorcycle inspired by the mythical Rieju 175 and complemented by 100% electric vehicles, all of them highly accepted in markets such as Germany, Spain or France and manufactured in Spain, under a solid business structure with ecological awareness, in which **20,000 motorcycles/year are produced.**

Since March 2020 Rieju is the **owner of the enduro platform of the Catalan company Torrot.** The 2T models are now marketed under the Rieju brand. The operation includes the intellectual and industrial platform of the Torrot enduro platform. With that platform, and under the GasGas brand, Torrot launched the 2019 models of the 2T range in 250 and 300 cc. EC, XC and GP in 2017, and added the Ranger model at the end of 2019, selling those bikes in more than 50 countries.

Since March 2020 Rieju manufactures these models and strengthens its position in the **off-road** sector, expanding its current range of engines with higher displacement 2 stroke models. Example of this are the models MR Racing 250 and 300 cc, the MR Pro at 250 and 300cc. and the MR Ranger at 200 and 300cc.

RIEJU EN CHIFFRES

OLDEST ACTIVE SPANISH MANUFACTURER. FAMILY BUSINESS WITH 100% OWN CAPITAL.

IT PRODUCES 20,000 VEHICLES/YEAR FROM 38 DIFFERENT MODELS.

IT EXPORTS 90% OF ITS PRODUCTION TO MORE THAN 30 COUNTRIES. DIRECT DISTRIBUTION IN SPAIN, ITALY AND FRANCE.

CONSOLIDATED TRACK RECORD AND EXPERIENCE IN THE SECTOR, WITH MORE THAN 500,000 UNITS MANUFACTURED.

SINCE 2006 LEADER IN THE SPANISH MARKET AND EUROPE WITH A 32% MARKET SHARE (IN 50 CC.).

LEADING BRAND IN EUROPE IN LOW DISPLACEMENT MOTORCYCLES WITH GEAR CHANGE.

PIONEER IN THE PRODUCTION OF CUSTOMISED MOTORCYCLES SINCE 2006.

CONCERNED ABOUT SUSTAINABILITY IN 2010 THEY BEGAN PRODUCING ELECTRIC MOTORBIKES.

GROSS REVENUE 2022: 48 M€.

2. RIEJU YESTERDAY, TODAY AND TOMORROW

2.3 RIEJU OF THE FUTURE: INTERNATIONALISATION, CONNECTIVITY AND SUSTAINABILITY

INTERNATIONALISATION

In recent years, and despite the deep crisis that the sector suffered in the wake of the global crisis of 2007, Rieju has continued to invest in innovation and design, reserving a significant percentage of its turnover to the development of new products and presenting new developments every year.

CONNECTIVITY

This innovative spirit is not limited to product design, but applies to the entire process, both productive and commercial. An example of this is the One to One product customisation project, which allows the customer to configure the motorcycle they are going to purchase to their liking.

The introduction of new production technologies, such as parts made exclusively for the configurator, allow much more freedom to the end user when creating an even more exceptional vehicle. Thus, Rieju works to offer a bike adapted to its customers, who can design their own motorcycle and the brand delivers in 15 days, totally personalised, thus giving added value and creating greater customer satisfaction.

This year the most active Spanish manufacturer has presented the "Rieju Integral Plan", an innovative management system that allows the customer, through an online management platform, to purchase their vehicle with all the peripheral needs that relate to their bike, giving total solution to the end customer and offering the best options providing a direct and differentiating treatment.

SUSTAINABILITY

Mobility as an added value is part of the company's core business, so Rieju continues to work on ebikes as an alternative to mobility, but also in its use of field as a high-level mountain bike developing new chassis technologies and under the innovative engines of the Bosch brand.

Rieju works mainly with local suppliers, which allows the brand to encourage local employment, reduce production times and reduce the impact on the environment. The brand seeks excellence in all the processes in which it participates always betting on the combination of quality, innovation and creativity throughout the process.

Rieju is currently working on connectivity between the user and the company to be able to offer solutions that allow better use of the environment of your bike and maximise customer expectations with the brand.

3. OUR MOST OUTSTANDING CURRENT MODELS



MRT SM TROPHY 50



MRT SM PRO 50



MRT SM BLACK SERIES 50



MRT LC 125



MRT 50



MARATHOM PRO 125



MR RACING 200 | 250 | 300



MR RANGER 200 | 300



MR PRO 125



MR PRO 250 | 300



AVENTURA 125



AVENTURA 500



E-CITY 1,2 kW | 3 kW



NUUK CARGO 6 kW



CENTURY 125

4. RIEJU ON THE WORLD

IMPORTER · WWW.RIEJU.ES/ES/IMPORTADORES



**OUR
PRESENCE
AROUND
THE WORLD**

4. RIEJU ON THE WORLD

GRAPHIC MATERIAL:

High-resolution image download link:

<https://we.tl/t-8h6zmWp4cm>

ADDITIONAL INFORMATION:

Rieju will broadcast your experience in Dakar 2023 through its official channels and publish the daily results on the web:

<https://www.Rieju.es/>

https://www.instagram.com/RIEJU_oficial/

<https://www.facebook.com/RIEJUofficial>

<https://www.youtube.com/c/RIEJUOFFICIAL/videos>

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