

# LORENZO PIOLINI

FROM THE WORLD TO THE RACES

caravanserraglio  
RALLYE RACING TEAM

*Keep on Dreaming*  
*Keep on Racing*



SAUDI ARABIA

# KEEP ON RACING

## Introduction to my Own Dakar

COMPETITOR



LORENZO  
PIOLINI

It is difficult to think that a wandering traveller, a wandering soul, decide to leave open spaces, the desire for freedom, travel without timetables and limits by completely changing course. Lorenzo Piolini did it by facing the DAKAR 2021 as a rookie.

The change of course was not easy. Lorenzo has treasured the important travel experiences and he supplemented them with hard work of preparation. Passion, tenacity and spirit of sacrifice have allowed him to become a Professional Driver selected for the toughest RALLY in the world.

Today, not at all sated with adventure and enthusiastic about the experience, the Milanese driver is already preparing with strong motivation and determination for the next challenge: DAKAR 2022.

In the following pages Lorenzo Piolini tells us his story and his project for DAKAR 2022 thanking in advance the Companies that will be at his side to share it enable him to take on the next major challenge.



*NAME: Lorenzo Piolini*

*BORN IN: Milan - 1990, October 16th*

*NATIONALITY: italian*

*HEIGHT: 180 cm*

*WEIGHT: 70 kg*

*INTERESTS: storytelling, photos, design, travel, adventure.*

*TRIPS WITH HIS BIKE: Europe, Vietnam, Thailandia, Cambogia, India and Nepal,  
Around the world in 80 days, Panamerican.*

*RALLY RAID AND RACES: Dakar 2021*

*Andalusia Rally 2020*

*Transanatolia Rally 2019*

*Tuareg Rally 2019*

*Gibraltar Rally 2016*

*Lorenzo Piolini #4*



**N°93**

**Bike**

**CARAVANSERRAGLIO  
RALLY RACING TEAM**



# MOTORBIKE

## KTM 450 Rally Replica 2022

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### ENGINE

*TRANSMISSION:* 6-speed

*COOLING:* Liquid cooled

*STROKE:* 63.4 mm

*BORE:* 95 mm

*CLUTCH:* Wet multi-disc clutch,  
hydraulically actuated

*DISPLACEMENT:* 449.3 cm<sup>3</sup>

*DESIGN:* 1-cylinder, 4-stroke engine

*LUBRICATION:* Forced oil lubrication  
with 2 oil pumps

### CHASSIS

*FRONT BRAKE DISC DIAMETER:* 300 mm

*REAR BRAKE DISC DIAMETER:* 240 mm

*CHAIN:* 5/8 x 1/4"

*DRY WEIGHT:* 139 kg

*FRAME DESIGN:* Chrome-moly tubular space frame,  
powder-coated

*GROUND CLEARANCE:* 312 mm

*SEAT HEIGHT:* 960 mm

*STEERING HEAD ANGLE:* 62.5 °

*SUSPENSION TRAVEL (FRONT):* 305 mm

*SUSPENSION TRAVEL (REAR):* 300 mm



# I'Mpossible

## A short story about me

It all began aboard of a small Chinese motorcycle, with which, at the age of 19, I've crossed alone Cambodia and Vietnam.

After this first experience, I have looked upon the journey as a stimulus for life's discoveries and I have carried on this path.



I embarked on an adventure aboard a Royal Enfield 350 bought locally on the mountains of India crossing the highest carriage passes in the world from Himachal Pradesh to Ladakh, on a journey that certainly hasn't been only physical.

The real challenge then became real with the realization of "Project 80" a whole lap of the world, Milan - Milan, by motorbike, in 80 days. The project was born from curiosity, from the thirst for knowledge, from the desire to act, but above all, from the need to touch what the world of today has to offer us.

Back in Milan to attend the last year of university, I realized that, after the degree in Product Design, I didn't want to attend further training courses. Instead, I wanted to do a "Master on the Road" aware of what a great school of life travelling is.

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# ...ABOUT ME

## & the Racing Soul



Challenges have always fascinated me and have been the adrenaline and the stimulus for achieving my goals. Hence, the “PANAMERICAN” experience (a year solo trip alone from Tierra del Fuego to Alaska covering 72,000 km, crossing the borders of 60 countries, touching the 4,750 m of the Jama pass in Argentina, and the minus 86 m of Death Valley) has significantly impacted the person I am and will be.

I do not deny that one of the aims of this trip was “Seeing closely» those who, since I was a boy, have been my heroes, the Dakar Drivers who that year participated in the event which took place in South America. It then happened that, not only I met them but, by a series of lucky coincidences, I had the change to follow them on motorcycles with my Africa Twin for the whole race! Initially, I have thought that the fulfillment of my dream would appease my great Dakarian desire, on the other hand, the Dakar fever has definitely took over me.

Thus my new journey begins, aiming at transforming the traveler from a wandering soul to a professional driver.

For my preparation the experiences I lived have been fundamental but, of course, I had to deal with sacrifices and determination along the path that has completed mineskills and led me to beready to participate in international competitions in preparation for my final goal: to become a Dakarian.



# PALMARÈS

Dakar 2021

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DAKAR  
2021  
*Lorenzo Prolini*



# PALMARÈS

## Andalucia Rally 2020 Finisher

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Andalucía  
= RALLY =



# PALMARÈS

## Transanatolia 2019

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**8th Position Overall**  
**2nd in last race**



# PALMARÈS

## Tuareg Rallye 2019

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Expert category winner



# PALMARÈS

## Gibraltar Race 2016

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ATHENS  
GIBRALTAR

**5th overall  
3th in category**



# A PRESTIGIOUS RECCOMANDATION

**Oscar Polli: World Rally Ride Champion**

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## PALMARÈS

Africa Eco Race Winner  
Sand Dream Libia Rally Winner  
MEDAGLIA D'ORO al merito sportivo C.O.N.I.  
World Champion Cross Country Rally (2008)  
Marathon Rally Tunisia 3 times Winner  
Prototipi Rally Tunisia Winner  
Dubai Rally (cl. 400) Winner  
Rally Tunisia Winner (cl. 250/cl. 350)  
Italian Motorally Champion



“ I met Lorenzo in 2005 during an internship of motocross which I organized. At that time he was driving the KTM 125 and I remember that you could read in his eyes **«my dream is to do the Dakar like you»**. Many times I have heard these words said by pilots I trained, but Lorenzo is different.

In the following years Lorenzo completed a series of solo projects: he explored the world in 80 days, traveled the Pan-American from Argentina to Alaska, he crossed the Himalayas from Nepal to Ladakh. These experiences, combined with his recent participation in international competitions, have rightfully led him to fulfill his childhood dream, to participate in the Dakar in the last edition of 2021.

As a Dakar veteran and IMF certified coach specializing in Rally, I am aware that Lorenzo's participation at the toughest Rally in the world, both from the point of view physical but above all mental, has strengthened him even more. Moreover, with the constant training and preparation that he has already started, he will be able to achieve great results in the next edition.”

Oscar Polli

# DAKAR 2022 PROJECT

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# DAKAR RALLY

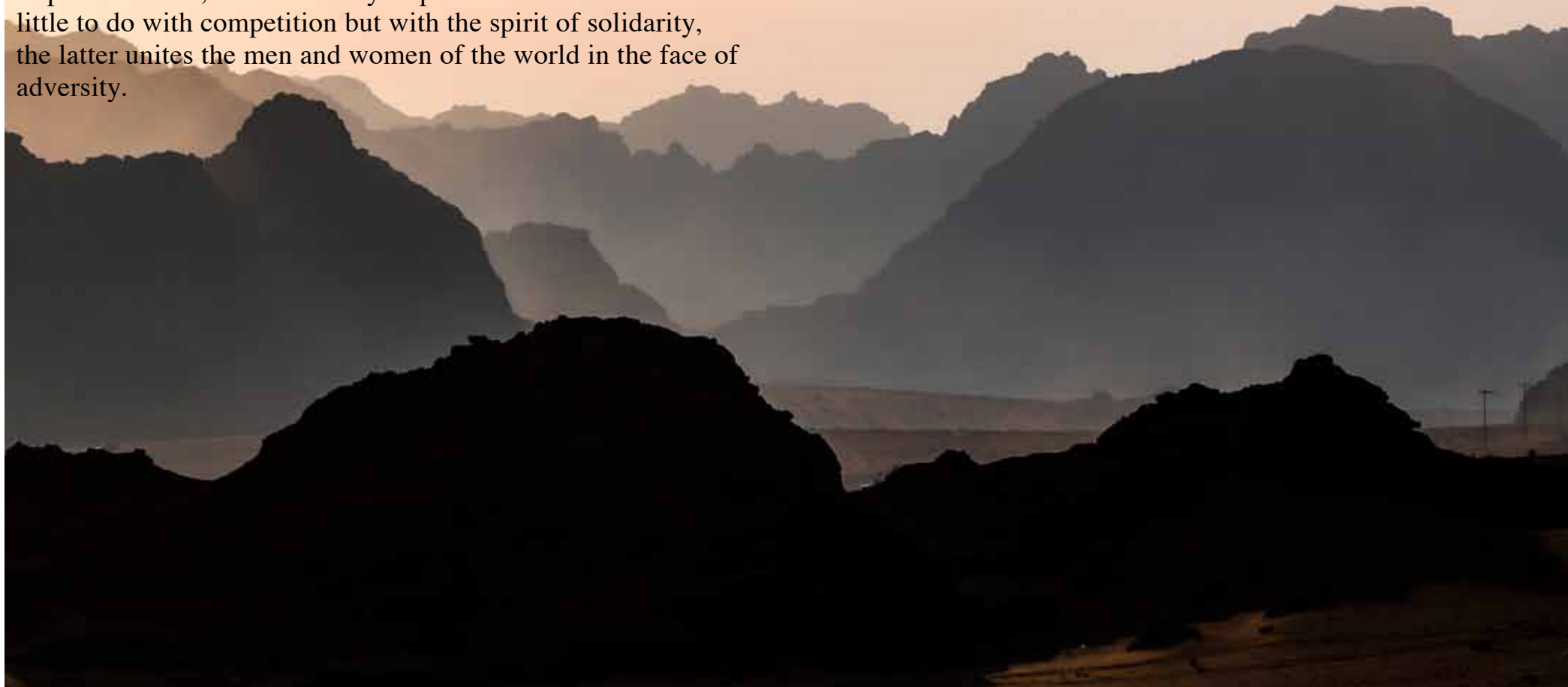
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***"Un défi pour ceux qui partent. Du rêve pour ceux qui restent" (Thierry Sabine)***

The DAKAR is a unique event that, for more than 40 years, has embodied the values of courage, passion, resilience, spirit of sacrifice.

The extreme experience, that involves not only the participation of professionals, is animated by a spirit of adventure that has little to do with competition but with the spirit of solidarity, the latter unites the men and women of the world in the face of adversity.

For this reason, in addition to involving sector experts, the toughest Rally in the world is followed by a large audience of enthusiasts who identifies themselves with these brave characters by sharing their values, emotions and dreams.



# DAKAR 2022 PROJECT

## COMMUNICATION PLAN

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# DAKAR 2022 PROJECT

## COMMUNICATION PLAN: WEB SITE/SOCIAL MEDIA/PRESS ROOM

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### SITO WEB

[www.caravanserraglio.it](http://www.caravanserraglio.it)

A site that shares passions and emotions through the various sections dedicated not only to Racing, the Rider and the world of motorcycles, but also to travels and experiences lived and to be lived.

### SOCIAL MEDIA

▶ CARAVANSERRAGLIO MOTO

▶ caravanserraglio lounge & motorbike atelier  
▶ Lorenzo Piolini # 4

▶ caravanserraglio\_milano  
▶ Lorenzopiolini 4

▶ Lorenzo Piolini 4

PIU' DI  
15'000  
FOLLOWERS

A staff of professionals is dedicated to optimizing this effective tool able to involve target users and to rapidly increase the visibility of the Brand.

### PRESS ROOM

Important and already consolidated Press Office activity aimed at transferring and amplifying the contents and values of the project.



endurista  
enduristamagazine.com

MOTOCICLISMO  
ALL TRAVELLERS  
2013 Ambassador/Travel of the Year

MOTOCICLISMO  
Ambassador/photographer/reporter

MOTO  
EXCAPE

MOTO.IT

Enduro  
Action

MOTO  
SPRINT

RALLYE  
POV

ROADBOOK  
ADVENTURE LIFESTYLE

# DAKAR 2022 PROJECT

## COMMUNICATION PLAN: PARTNERSHIP Lorenzo Piolini / SPONSOR

### WEB SITE: [www.caravanserraglio.it](http://www.caravanserraglio.it)

In the “Caravanserraglio Rally Racing Team” section of the Site dedicated to sharing the passions and emotions of the world of motorcycle traveler, the **Partnership** will be emphasized, and the **Sponsor Logo** will be highlighted.

### SOCIAL MEDIA: FB - INSTAGRAM - TWITTER

**Posts** dedicated to the **Partnership** will be planned and the presence of # and @**Sponsor** will be planned in the “Dakar Institutional” ones planned on the 2 profiles “Caravanserraglio” and “Lorenzo Piolini 4”.

Thanks to the **15,000** users involved, this effective tool will be able to involve target users and to increase the visibility of the **Partnership** in a short time.

### LOCATION CARAVANSERRAGLIO

The original **Location** in the heart of the Milanese canals, a project by **Lorenzo Piolini** born from the passion for motorcycles, travel, adventure and desire to share these emotions, will be available to the **Sponsor** for the organization of **Events** and **Presentations** of the Brand and its products. A collaboration could also be envisaged that would allow the **Sponsor's** products to be displayed in the original **Caravanserraglio Show Room**. Thanks to the know-how of the **driver Lorenzo Piolini**, it could be interesting to create a line of **Sponsor Products** inspired by the **Dakar**. The **Sponsor** will be a **Guest** (together with the contacts he deems appropriate to invite) in the planned presentation evenings of the “**Lorenzo Piolini / DAKAR 2022**” Project.

### CUSTOMIZATION AND MERCHANDISING

The proposal concerns the availability of customizing **Racing and Sportswear clothing** with **Sponsor Logos**.

### DAKAR 2022 PHOTO SHOOT AND BELOW THE LINE

The **Photo Service**, made during the competition, will be available to the **Sponsor** who can use it for the printing of materials and for the Communication dedicated to the spread of the **Partnership Project**.

The **Sponsor Logo** will be present in all the below the line materials (Leaflets, Posters etc ... ..) provided by **Caravanserraglio Rally Racing Team** for the communication of “**Dakar Project 2022**”.

# DAKAR 2022 PROJECT

## COMMUNICATION PLAN: CUSTOMIZATION OF BIKE AND CLOTHING

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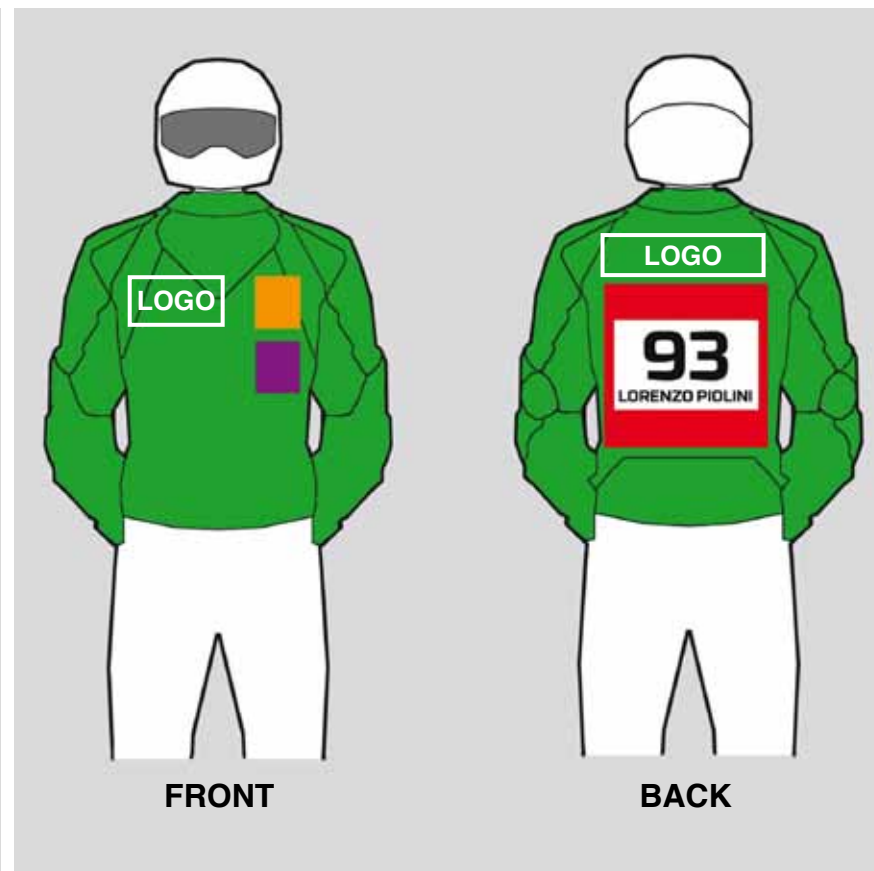
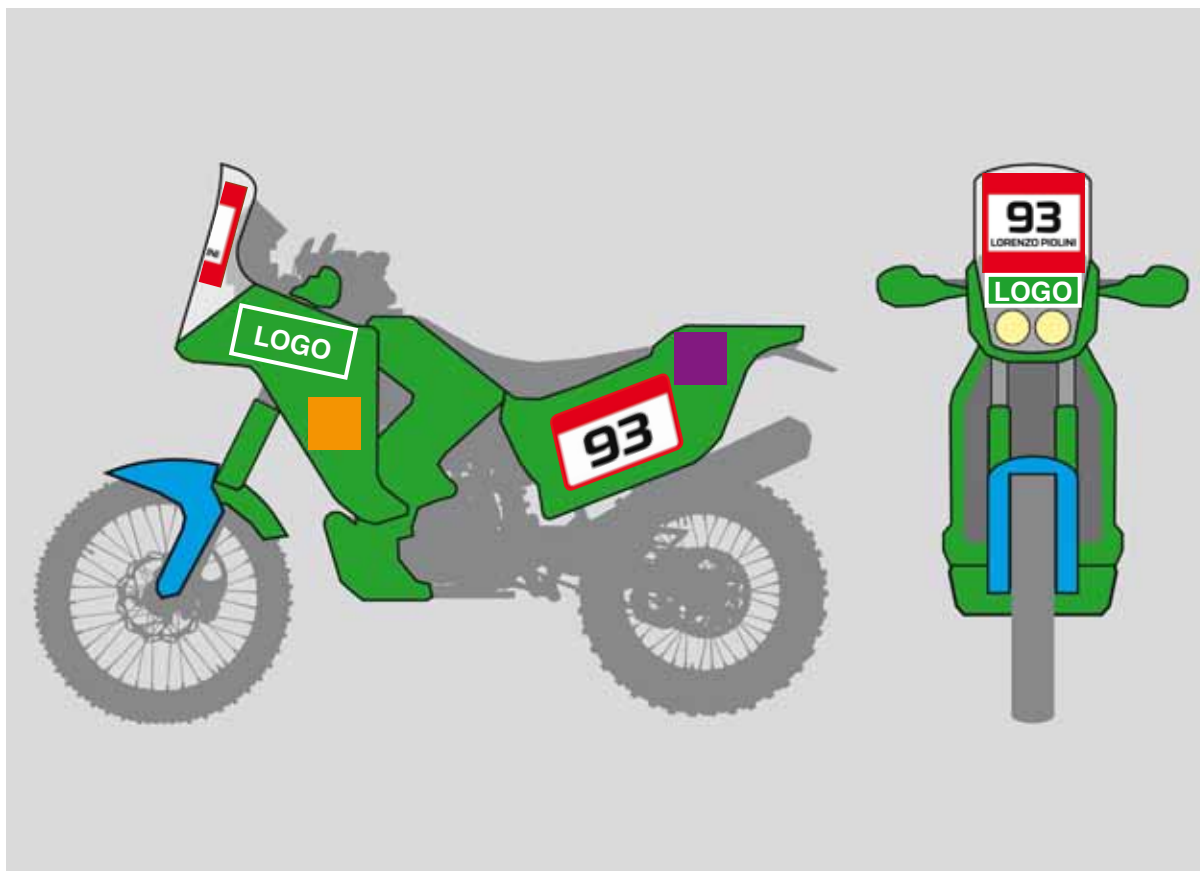
Customization of the motorcycle and clothing contributes to giving visibility to the brand by testifying, on the field, the shared values that the event and the pilot embody.



# DAKAR 2022 PROJECT

## COMMUNICATION PLAN: CUSTOMIZATION OF BIKE AND CLOTHING RACING

### BUDGET AND SPONSORING OPPORTUNITIES



Main Partner	60.000 €
Tier 2 Partner	20.000 €
Tier 3 Partner	10.000 €
Technical Partner	
Partenaires DAKAR	

# DAKAR 2022 COMMUNICATION

## CARAVANSERRAGLIO Lounge & Motorbike Atelier

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A project by Lorenzo Piolini which comes from passion for motorcycles, travel, adventure and the desire to share these emotions.

Original Location in the heart of the Navigli in Milan ideal to organize press conferences, presentations, meetings to tell and share the project and the partnership in an atmosphere that taste like adventure.



# Contacts:

## Come & Visit us

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# LORENZO PIOLINI

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Thanks for your attention  
See you in Dakar 2022



*La Vida, no es Larga. Es Ancha ...*