Lorenzo Piolini

FROM THE WORLD TO THE RACES

caravanserraglio
RALLY RACING TEAM



Ready for the next Challenge

DAKAR
2027

READY FOR THE NEXT CHALLENGE

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For the Milan-based **rider**, staying away from the **Dakar** has been difficult, but this period has also been an opportunity to train and devote himself to **experiences** and **projects** that have made a significant contribution to his preparation and determination to pursue his new goal.

For some time now, he has resumed motorcycle training in the Tunisian desert, also thanks to his **new project**, “Caravanserraglio BIVOUAC”, a **glamping camp** in Douz dedicated to professional riders and enthusiasts looking to experience the desert. The long periods spent in Tunisia to oversee **the project** have allowed him to deepen his knowledge of the region and confirmed just how much this world has become an integral part of his life. The news that his application for the **49th edition of the Dakar** has been accepted was both recognition of his commitment and the fulfilment of his dream: to return to the Dakar ... on a motorcycle.

Lorenzo Piolini will be among the **130 riders** selected to take part in the new edition of the Dakar Rally 2027, which will take place in Saudi Arabia from January 1 to 15. In the following pages, Lorenzo tells his story and presents the Dakar Rally 2027 project, while expressing his advance thanks to the companies that will stand alongside him, sharing this journey and enabling him to take on this next major challenge together.

R I D E R

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Lorenzo Piolini #4



MOTORBIKE - KTM 450 Rally Replica 2027

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KTM 450 Rally Replica 2027, hand-built in a limited run of just 104 units.
Derived from the official race bike that won the 2026 Dakar Rally.



TECHNICAL SPECIFICATIONS

- 450 cc single-cylinder SOHC fuel-injected engine, paired with a reinforced 6-speed gearbox and reinforced clutch.
- Cooling system with two separate radiators.
- Frame made from laser-cut, hydroformed sections and hand-welded, connected to a hollow cast-aluminium swingarm.
- Brembo braking system.
- WP Pro suspension, featuring a 48 mm WP XACT PRO 7548 closed-cartridge fork.
- CNC-machined triple clamps with a 23 mm offset.
- Top triple clamp equipped with a PHDS progressive handlebar damping system to absorb impacts and vibrations.
- Three fuel tanks with a combined capacity of approximately 34.5 litres, equipped with two separate fuel pumps operating independently.



ABOUT ME

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It all began on a small Chinese motorcycle. At 19, I set off on a solo journey to discover Cambodia and Vietnam and, perhaps, myself as well. After this first experience, I came to see travel as a stimulus for continuous discovery and continued along this path.
On a Royal Enfield 350 purchased locally, I embarked on an adventure through the mountains of India, crossing the highest motorable passes in the world from Himachal Pradesh to Ladakh, in a journey that was certainly not only a physical one.

The real challenge then took shape with “Project 80”: a complete round-the-world journey, Milan to Milan, by motorcycle, in 80 days. The project was born from curiosity, the desire for knowledge, the urge to take action, but above all from the need to experience first-hand what today’s world has to offer.

Back in Milan to attend my final year of university, I realised that after graduating in **product design** I did not want to pursue further academic training, but rather a **“Master on the Road”**, aware of what a great school of life travelling can be.



ABOUT ME

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Challenges have always fascinated me. They have been the adrenaline and the driving force behind my pursuit of every goal, but the “PANAMERICANA” experience — a one-year solo journey from Tierra del Fuego to Alaska, covering 72,000 km, crossing the borders of 60 countries, reaching 4,750 m at Jama Pass in Argentina and descending to 86 m below sea level in Death Valley — forever shaped the person I am and the person I will become.

I won’t hide the fact that one of the goals of this journey was to “see up close” those who had been my heroes since I was a boy: **the Dakar riders**, who that year were competing in South America. As it happened, I not only met them, but, thanks to a series of fortunate coincidences, I was able to follow them on my Africa Twin throughout the entire race! At first, I thought that fulfilling my dream would satisfy my passion for the **Dakar**. Instead, Dakar fever had well and truly taken hold of me.

And so began my new journey: transforming the traveller with a restless, wandering spirit into a professional rider. The experiences I had lived through were fundamental to my preparation, but naturally, I also had to undertake a demanding path with sacrifice and determination, developing the skills I needed and eventually becoming ready to compete in international races that would prepare me for my ultimate goal: becoming a **Dakar rider.**

COMPETITOR

DAKAR CLASSIC 2023

LORENZO PIOLINI

PALMARÈS

DAKAR CLASSIC SAUDI ARABIA

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DAKAR RALLY CLASSIC CAR 2023 - FINISHER







COMPETITOR

DAKAR 2022

LORENZO PIOLINI

PALMARÈS

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RALLY RACING TEAM

DAKAR RALLY 2022 - FINISHER









COMPETITOR

DAKAR 2021

LORENZO PIOLINI

PALMARÈS

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DAKAR RALLY 2021









PALMARÈS

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ANDALUCIA RALLY 2020 - FINISHER











PALMARÈS

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TRANSANATOLIA 2019 8th Positioning Overall – 2nd in last Race









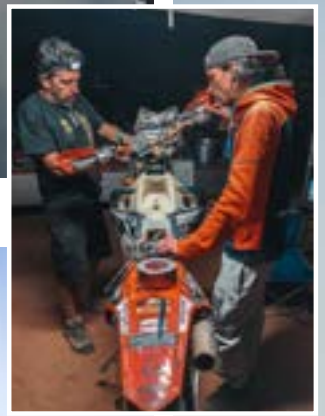
PALMARÈS

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TUAREG RALLYE

TUAREG RALLY 2019 - Expert category winner









P A L M A R È S

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ATHENS GIBRALTAR

A T H E N S G I B R A L T A R R A C E 2 0 1 6 - 5th overall - 3th in category







"Un dèfi puor ceux qui partent. Du rève puor ceuz qui restent." (Thierry Sabine)

The **Dakar** is a unique event that, for almost 50 years, has embodied the values of courage, passion, resilience and self-sacrifice.
This extreme experience, which is open not only to professionals, is driven by a spirit of adventure that has little to do with competition and much more with a spirit of solidarity — the kind of solidarity that brings men and women from around the world together in the face of adversity.
That is why, beyond engaging industry professionals and experts, the world's toughest **rally** attracts a vast audience of enthusiasts who identify with these courageous individuals, sharing their values, emotions and dreams.



THE JOURNEY

The journey of discovering this world continues.

Riders, drivers and teams will be able to experience the kaleidoscopic landscapes of each stage.
There will be constant changes in scenery and, consequently, in the technical demands within the individual stages.

The ability to adapt to an ever-changing environment is fundamental in rally raid. Above all, however, rally raid is the ultimate test of endurance.



DAKAR RALLY 2027 PARTNERSHIP

COMMUNICATION PLAN

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WEB SITE

SOCIAL MEDIA

PRESS ROOM

LOCATION CARAVANSERRAGLIO MILAN

CUSTOMISATION OF THE MOTORCYCLE AND RACING GEAR

DAKAR RALLY 2027 PARTNERSHIP

COMMUNICATION PLAN

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Website/Socialmedia/Pressroom

1. WEBSITE

A website that shares passions and emotions through dedicated sections covering not only racing, the rider and the world of motorcycles, but also travel and experiences, both past and future. In the “DAKAR RALLY” section of the website, dedicated to sharing the world of motorcycle travellers, **the partnership** will be prominently featured and **the sponsor’s logo** clearly displayed.

www.caravanserraglio.it

2. Social media

In the lead-up to and during the Dakar, a series of **dedicated social media content** will be created for the sponsor and published on the **@Lorenzopiolini4** and **@caravanserraglio_milano** profiles. Each post will feature **dedicated hashtags and mentions**.

@caravanserraglio_milano
@Lorenzopiolini4

Caravanserraglio lounge & motorbike atelier
Lorenzo Piolini #4

CARAVANSERRAGLIO MOTO

Caravanserraglio Lounge & Motorbike Atelier

A team of professionals is dedicated to optimising this effective tool, engaging and involving the target audience and rapidly increasing Brand visibility.

3. Press room

An important and well-established **press office** activity is in place to communicate and amplify the project’s content and values.
The sponsor will also be mentioned in all communications issued by the rider.

Caravanserraglio Milano
Lounge & Motorbike Atelier

4. Caravanserraglio Milano lounge e motorbike atelier





Caravanserraglio is a **project** by Lorenzo Piolini, born from a passion for motorcycles, travel and adventure, and from the desire to share these emotions with others.
The **original venue** in the heart of Milan's Navigli district will host press conferences, presentations and events to tell the story of **the project** and **the partnership**, sharing the experience in an atmosphere infused with the spirit of adventure.



Motorcycle and Racing Gear Customisation

5. Motorcycle and Racing Gear Customisation

The customisation of the motorcycle and racing gear will help increase **brand visibility**, demonstrating first-hand the shared values embodied by both the event and the rider.







DAKAR 2027 PHOTOSHOOT

6. DAKAR 2027 PHOTOSHOOT & BELOW-THE-LINE ACTIVITIES

The **photo shoot**, carried out during the race, will be made available to the **sponsor** for use in printed materials and dedicated communications supporting the promotion of the **partnership project**. The **sponsor's logo** will be featured on all below-the-line materials (leaflets, posters, etc.) produced by **Caravanserraglio Rally Racing Team** as part of the communication campaign for the **"Dakar Project 2027"**.









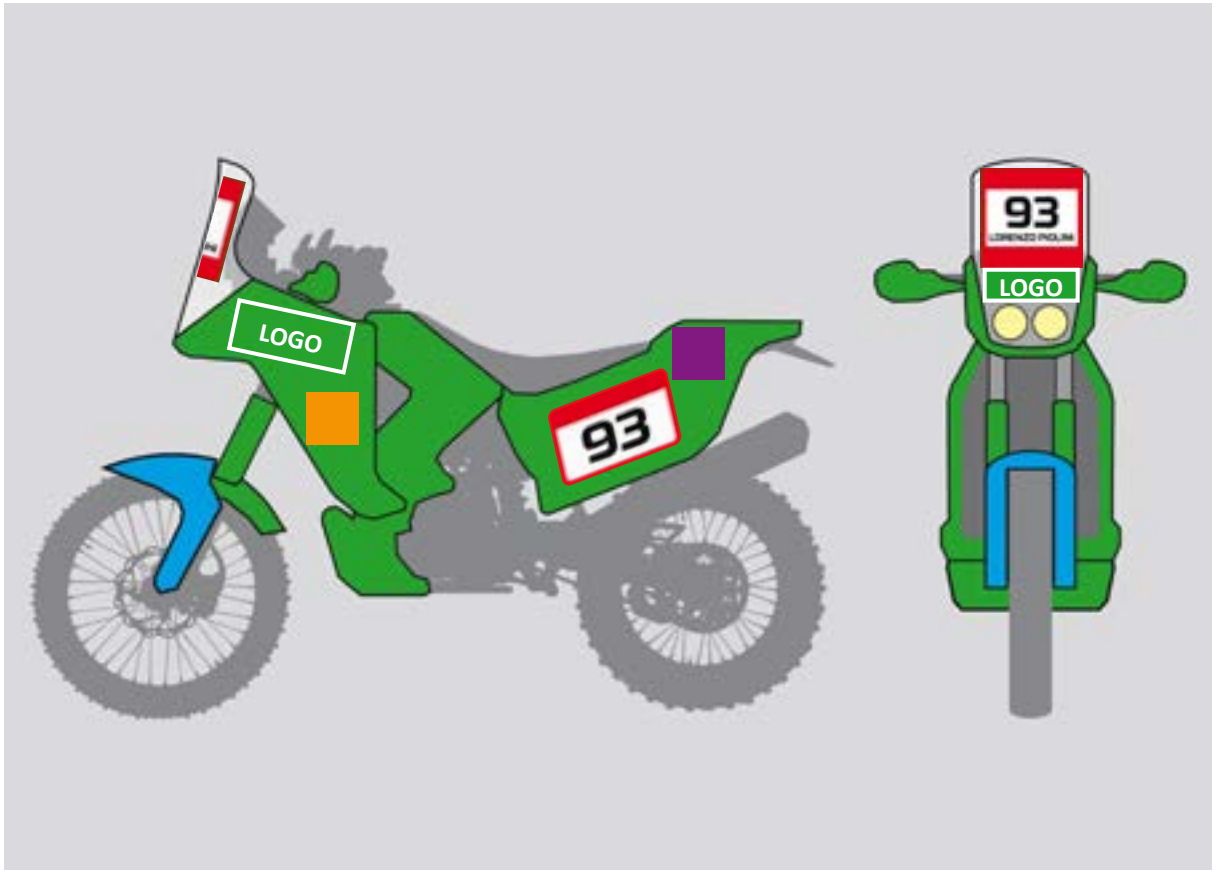


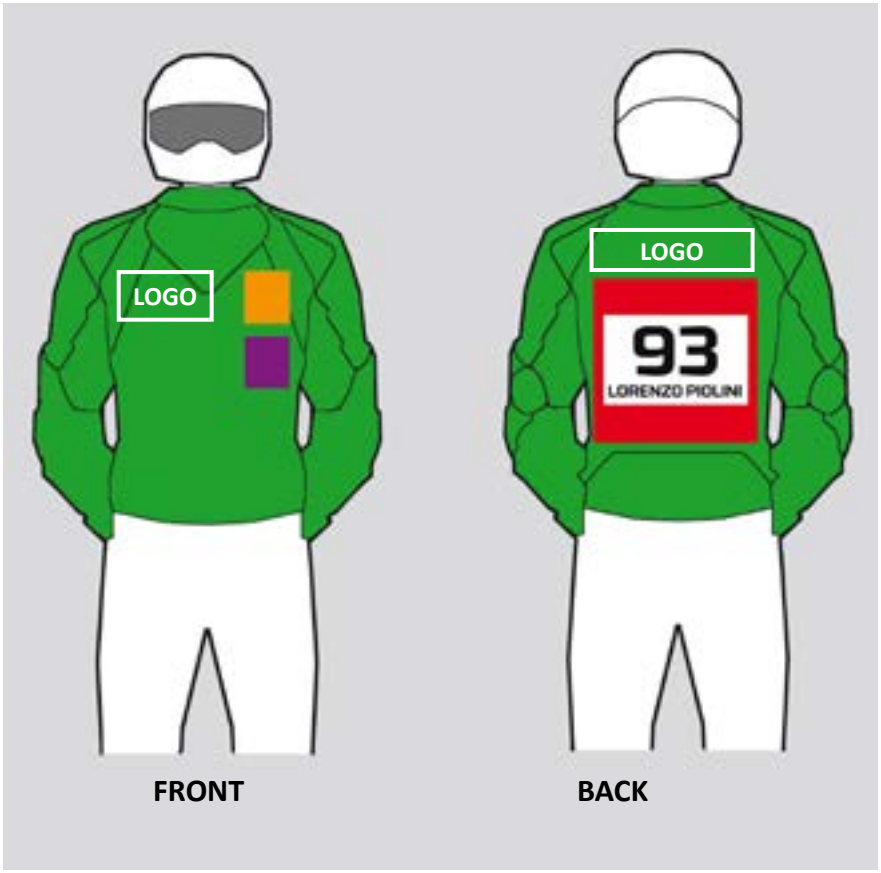
DAKAR RALLY 2027 PARTNERSHIP

COMMUNICATION PLAN

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Motorcycle & Racing Gear Customisation
Sponsorship Budget & Opportunities





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

Lorenzo Piolini

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CONTACTS



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Thanks for your attention

See you in Dakar 2027

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