



WORLD XTREME ENDURO SUPREME

# erzbergrodeo<sup>®</sup> XMX3

JUNE 15<sup>th</sup> - 18<sup>th</sup> 2017



EVENT INFORMATION





**„100% PASSION,  
MAXIMUM COMMITMENT  
AND A FAIR SHARE  
OF MADNESS...“**

**23 YEARS OF ERZBERGRODEO**

*Since 1995, the Erzbergrodeo has not only played a major role in the development of motorcycle offroad sports, it has also shaped the life of one man: Karl Katoch, Erzbergrodeo's mastermind from day one.*

„It's pretty difficult to describe the Erzbergrodeo with only a few sentences. As we waved the checkers over the Iron Giant for the first time in 1995, today's dimensions of the event would have been simply unthinkable. Though, the fundamental idea behind the Erzbergrodeo has remained untouched. Our goal is to organize an outstanding motorsports event under the highest possible aspects of safety and with maximum entertainment for all competitors and visitors.

A real challenge, worthy of the talents of the world's most skilled dirtbike athletes.  
A challenge, which gets both amateurs and professionals to meet and exceed their limits.

Within all these years, something like a family has grown around Erzbergrodeo. Without this family, the worldwide success of our unique event would not have been possible. The very close and personal contact with some of the most outstanding personalities in the motorcycle offroad community is a shaping experience, alike the challenge to make an event like this happen in the heart of Austria.

Without passion, commitment and – a little bit of madness, this mission couldn't be mastered. Therefore I'm thankful and proud to organize the Erzbergrodeo together with an incomparable family of reliable partners, ambitious staff members and enthusiastic competitors.“

Yours, Karl Katoch

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# MYTH OF ERZBERG RODEO

## — THE WHOLE STORY —

*Imagine 1500 dirtbike maniacs from all over the world, setting their sails towards a tiny, quaint city in the heart of Europe to challenge one mighty „iron mountain“. Imagine there’s nothing such as serious prize money, a lucrative factory contract or a championship title.*

*Imagine these guys trade thousands of miles of travel for four days of adrenaline, sweat and - disappointment. Because at the end of the day only a handful of riders will even see the finish line of this outstanding race.*

*It’s the MYTH OF ERZBERGRODEO, which attracts thousands of ambitious dirtbike athletes to return to Erzberg each year - since more than 2 decades. 23 years of Erzbergrodeo have also developed motorcycle offroadsports into a worldwide established type of action-sports - followed by millions of enthusiastic fans.*

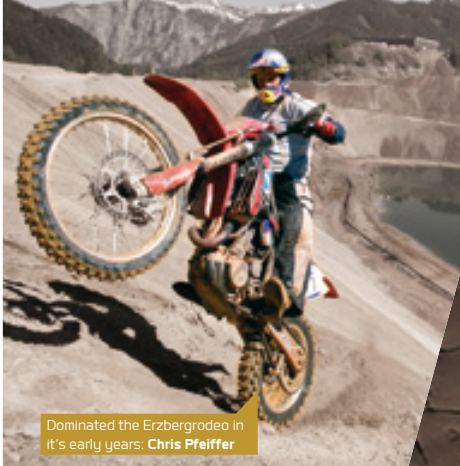
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Dominated the Erzbergrodeo in its early years: **Chris Pfeiffer**

## 1994: THE EAGLE HAS LANDED

1994 marked the birth of this unique offroad event. In those days, Enduro motorcycling lay in agony and despair. New ideas were desperately needed to create media attention and mainstream exposure.

It is time to act for two people in the know: REITWAGEN Magazine editor Andreas Werth and Karl Katoch, editor of the internet portal Motorrad-Reporter. In a common effort, they lay the foundation for today's biggest motorcycle offroad event without overboarding red tape restrictions, without tedious discussions about rules and regulations.

They created a race that brought and still brings its competitors to the very edge of their physical limitations, with a race organiser who knows a thing or two about what he is doing. What they had in mind was a big offroad spectacle, a grand come together of the enduro scene. And they did not mind whether man and machine were near the pain threshold or not. Enduro bikers are tough guys who know how to face adversities, they love to face their limits – and get beyond boundaries.

When the first offroad tire ploughed the red surface of the Erzberg, everyone knew that the search for a perfect location had come to an end. Today, Erzbergrodeo is the biggest offroad motorcycle event in the world, period. In its inaugural year in 1995, 120 bikers headed towards the peak of the Iron Mountain. In 1996, the number of competitors had already doubled. News of this fascinating offroad race spread faster than bushfire.

### THE WORLD'S TOUGHEST RACE

The mission was clear: In order to satisfy the enduro scene's hunger for variety, Erzbergrodeo had to be the toughest dirtbike competition known to mankind. A delicious mixture of endless uphill and breathtaking downhill passages, horizonless gravel deserts and almost impenetrable woods.

"Fairytale Forest", "Bathtub", "Rolling Stones" – these harmless „pet names" symbolise overheated engines, weeping riders and separate the boys from the man – once and for all. Year after year, only a chosen few cross the finishing line within 4 hours. Tired and worn out, but knowing that they have achieved something incredible, that they are amongst the best in the world from this day on. The organisers are satisfied. Whenever the term RED BULL HARE SCRAMBLE is mentioned at the regular's table, even grown up men become timid and wide-eyed. Those in the know nod affirmatively, the ignorants soak in stories of untold drudgery.

When in 1996 Karl Katoch, founder of the motorsport association ASKÖ (MSA) „invented" the IRON ROAD PROLOGUE, a high speed race to the summit of the mountain, even more attention was drawn to the Styrian Erzberg and even more riders from abroad were eager to take up the challenge.

### THE SUCCESS STORY BEGINS

More and more offroad enthusiasts were now willing to follow the call of the Erzberg. News of the invincible mountain, the high-speed-full-throttle hunt to the Erzberg's peak and the legendary after party spread out to motorcycle magazines and offroad riders alike.

In 1999 a magic barrier was broken: more than 1000 competitors started their engines to roar up the Iron Road. Entourage, spectators, exhibitors and side events: ERZBERGRODEO is in a constant process of growth and improvement. Even people, who just want to spend a fabulous (party) time, who do not even own a bike, have made it a habit to travel to the Red Giant in late spring.

Economically, the ERZBERGRODEO sets record after record in this area in the (green) heart of Austria that is not too spoiled by big events. Ever more riders and visitors equals more overnight stays, equals more turnover in the local gastronomy and an increasingly high profile of the region nationally and internationally.



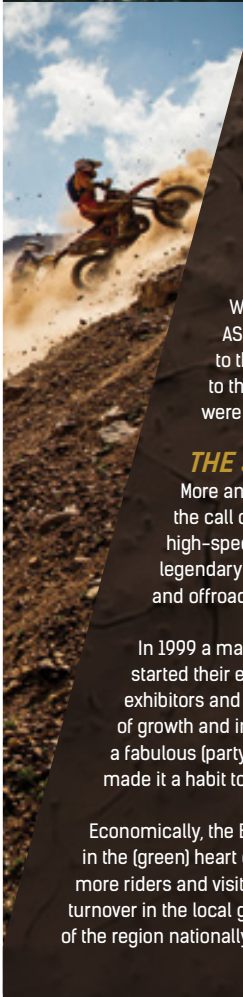
The rather small starting grid of the 1996 Red Bull Hare Scramble



**Gio Sala**: outstanding athlete and crowd hero



FMX-SHOW @ Erzberg: breathtaking action



Unbelievable: **Travis Pastrana** at the Erzbergrodeo 2005



Armed support at the Erzbergrodeo 1995




**Heinz Kinigadner** and the 660 Rallye-KTM

 Unforgettable: **Giovanni Sala** and the KTM 950 Super Enduro

In order to tackle this load of new challenges organisation- and safetywise and in order to lift the quality of the event to new heights, co-operations with sponsors are quintessential.

From the very beginning, long term partners of the likes of **KTM**, **RED BULL** and **ORF SPORT** were an important mainstay of the event. The efforts and strong support of these companies ensure a stable basis for further development of the growing „FASCINATION ERZBERGRODEO“.

### MEMORABLE MOMENTS: A MEGA EVENT IN THE MAKING

No one will ever forget Heinz Kinigadners short-sleeved dare devil ride on a KTM 660 Rallye. Try to get a copy of the official ERZBERGRODEO video tape of 1999: Even the cam-copter had problems in keeping track of the twofold MX world champion! In just over 12 minutes he stormed the summit of the Erzberg, mastering the longest Iron Road to date. „Constant muscle tension pumps up your forearms. I had to grab the throttle with my left arm for a few times to shake my cramping right hand in the last third of the track!“, Kini told us in the finish area of the prologue.

In 2003, Freestyle entrepreneurs of the likes of Andy Bell, Kenny „Cowboy“ Bartram and Ronnie Renner „discovered“ the ERZBERGRODEO. From this time on, Freestyle MXers from the New World continuously added some spice to the already tasty event's mixture. They have left their marks not only in the race, but even more so in the famous rider's party.

One year later, double backflip legend Travis Pastrana joined the pack and finished second in the IRON ROAD PROLOGUE. After having crossed the finish line in the RED BULL HARE SCRAMBLE, there was no doubt left: This guy really knows how to handle a bike as well as he knows how to fascinate the masses!

In 2004, the race promoters had to pay tribute to the ever growing demands of this mega event and independent teams were formed within the organisation: Media relations, sports administration and event organisation. Now ERZBERGRODEO was fit for even more (internationally) successful years to come!

### TWIN-CYLINDER KING'S CLASS: THE MIGHTY 2-CYLINDER BIKES ARE COMING!

Again, Heinz Kinigadner and KTM lay the foundation for some new excitement: In 2002, for the first time KTM twin cylinder bikes (KTM 950) took part in a ERZBERGRODEO race. The impact on the event was immediate – the roaring sound of the extremely potential bike sent shivers down the spines of literally every single competitor, spectator and crew member.

Three years later, the organisers presented a new race competition: Big bore BMWs and KTMs fought for the crown in the TWIN-CYLINDER KING'S CLASS. Starting from downtown Eisenerz, the big Enduro bikes hammered their way to the peak of Erzberg, leaving a lot of mouths open amongst the thousands of spectators alongside the track. The men of the moment are Gio Sala, Chris Pfeiffer, Simo Kirssi and David Knight. These guys delivered breathtaking battles for each and every tenth of a second, including high speed drifts and a roaring sound that even competed with the mighty Erzberg Haulys.

The TWIN-CYLINDER KING'S CLASS also attracted new groups of motorbikers. Not only hardcore offroad riders, but even touring fans and people preferring „milder“ Enduro tracks became frequent visitors of the ERZBERGRODEO. Entertainment, catering and service was thoroughly adapted to the needs of this new target group and now the event's ambience offered a package suitable for anyone interested in motorcycles, even whole families. They all would benefit though from the general masterplan behind the event – to offer unlimited entertaining action that you won't see at any other motorsports event in the world!


 Won the Twin-Cylinder King's Class 2 times for BMW: **Simo Kirssi (FIN)**

**Erzbergrodeo All-Stars** (from left to right): **Jeremy McGrath**, **Travis Pastrana**, **Ronnie Renner**, **Cyril Despres**, **Chris Pfeiffer**

## A TALENT FACTORY CALLED ERZBERGRODEO

*What does Chris Pfeiffer, Cyril Despres, David Knight, Gerhard Forster, Andreas Lettenbichler, Paul Bolton, Taddy Blazusiak, Graham Jarvis, Jonny Walker and Alfredo Gomez do have in common?*

These riders have grabbed the opportunity and have used the ERZBERGRODEO to superboost their careers. Finishing the RED BULL HARE SCRAMBLE not only gives you respect among your peers. It can open doors to factory teams and professional motorcycling. Because it is a special feature of the ERZBERGRODEO that despite the many factory riders, ambitious privateers still have the chance to place in the middle of the stars and start a professional racing career!

Latest examples are the young Spaniard Mario Roman Serrano and 18-years old Brit Billy Bolt. Following his outstanding efforts at the Erzbergrodeo, Mario Roman is already a member of the Husqvarna Factory Squad while Billy Bolt has placed his name on the shopping list of the KTM Factory scouts after finishing an impressive 5th at this years Red Bull Hare Scramble.

### ENDUROCROSS

Just another success story generated at ERZBERG-RODEO. In 2007, organisers present this new race series at the Erzbergrodeo-Arena, right before the face of the „Iron Giant“. And again, a trend was born.

Meanwhile, Endurocross prologue races are common at many of the renowned Xtreme Enduros, some of them are even held in the very mid of big cities. In 2016, Endurocross returned to the Iron Giant as a spectacular side event featuring the electric powered KTM Freeride E-XC motorcycles!

### 15 YEARS OF ERZBERGRODEO

June 2009. The financial crisis hits the world – and more riders from more nations than ever before flood the little town of Eisenerz. It's the 15th anniversary of the infamous ERZBERGRODEO. The races and side-events are fully booked, the number of entourage exceeds all expectations and spectators come in thousands to celebrate the Erzbergrodeo 2009 – which has become Austria's biggest and most important motorsports event.

The race promoters have learned their lessons well and serve more service, more entertainment, more safety for the competitors. While most of these competitors still come from the European main land, ERZBERGRODEO has rapidly gained prestige in overseas countries like Canada, the USA, South Africa, South America, Australia and Great Britain.

While European TV-stations like ORF, PRO-7, Puls 4 or SPORT-1 broadcast stories from ERZBERGRODEO even in their morning shows, it's American cable-networks like Fox, Versus, Fuel-TV or Spike that go for extended footage of the exciting race. Magazines and newspapers from all over the world gather their stories on site. The ERZBERGRODEO jubilee simply exceeds all expectations of race promoter Karl Katoch and grows into an international success once more. KTM's own Xtreme Enduro Superhero Taddy Blazusiak collects another Red Bull Hare Scramble win – his third one in a row! No other rider has dominated the Iron Giant like that ever before – a truly outstanding accomplishment, raising the young Polish rider straight up to the Olymp of offroad motorcycle sports – and opens up Taddys career in the US.

Many of today's Offroad superstars started their international careers at Erzberg:

- |                         |                               |                       |                              |
|-------------------------|-------------------------------|-----------------------|------------------------------|
| 1 Taddy Blazusiak (POL) | 5 Cyril Despres (AND)         | 9 David Knight (UK)   | 13 Cory Graffunder (CAN)     |
| 2 Tom Sagar (UK)        | 6 Andreas Lettenbichler (GER) | 10 Jonny Walker (UK)  | 14 Lars Enöckl (AUT)         |
| 3 Chris Pfeiffer (GER)  | 7 Chris Birch (NZL)           | 11 Paul Bolton (UK)   | 15 Alfredo Gomez (ESP)       |
| 4 Giovanni Sala (ITA)   | 8 Darryl Curtis (RSA)         | 12 Kyle Redmond (USA) | 16 Mario Roman Serrano (ESP) |





Enduro World Champion **Juha Salminen** rocks the Erzbergrodeo 2007



US Enduro top rider **Kurt Caselli**



Superstar @ Erzberg: **Dougie Lampkin**, the 18-times Trials champ



The level rises: **Geoff Aaron (USA)**



Red Bull Hare Scramble podium 2009: **Graham Jarvis, Taddy Blazusiak & Andi Lettenbichler**



6

Kings of Speed: **Kimi & Taddy**



11

Fearless: **Taddy Blazusiak** at the Red Bull Motorclash 2010



### ERZBERGRODEO 2010: BIGGER THAN EVER

With a 15 years of success under the belt, one would lean back and just rest on his laurels. But if you know Karl Katoch, you'd know that the phrase „stagnancy“ is not an option for the ERZBERGRODEO's mastermind. After restructuring the organisation, the race promoters presented an ERZBERGRODEO full of improvements in 2010. Optimizing the infrastructural status for competitors and spectators has been the main issue for Karl Katoch and his crew - and the long, hard work proves to be successful in 2010.

More spectator parking lots, extended rider paddocks with improved sanitary devices, an extended spectator guidance system featuring more Shuttle-Busses and a bigger-than-ever Erzbergrodeo-Arena featuring more vendors, more action and more excitement - the whole event has been pushed to next level! The rider inscription for the ERZBERGRODEO XVI went offline only a few weeks after it has started: 1500 entry spots were gone and more than 800 hopefuls had to add their names to the waiting list.

Due to the extended media coverage prior to the event as well as a massive national radio promotion, ERZBERGRODEO drew more than 45.000 spectators to the Iron Giant in 2010 - a record breaking number of people which turned the small town of Eisenerz into the epicentre of the Dirtbike universe for four days. Once more the event proved it's status as a powerful economic force for the rather undeveloped region. Not only reached the event's success a new level in 2010, the competition itself offered big time excitement as well.

Top riders from all continents lined up at the starting grid to keep Taddy Blazusiak from another glorious victory, but „Mr. Erzberg“ made the impossible look easy and added a fourth consecutive victory against the Iron Giant to his belt!

In the end, only 16 out of 500 Hare Scramble riders gathered underneath the Red Bull bow at the finish line in 2010. And once again, new-comers like Taichi Tamaka from Japan celebrated their first-time finishing amongst the small group of outstanding athletes. Even though not only 5% of the grid managed to finish the race, all competitors share the same opinion: to come back next year and defeat the damn mountain...

### RED BULL MOTORCLASH

Another highlight at the 2010 Erzbergrodeo was unarguably the spectacular duel Rallycar versus Dirtbike. Red Bull and KTM made it possible to invite former Formula-1 World Champ Kimi Räikkönen and his Citroën WRC Rallycar to challenge Taddy Blazusiak and his KTM at the Prologue's racetrack. Alone the announcement of the epic fight made the world-wide interest for Erzbergrodeo rise to stellar heights. Media all around the globe started speculating if an offroad motorcycle would have a chance to beat a 300hp AWD racecar?

Well, even though Taddy fired his big-bore KTM thumper to the Erzberg's peak like no other rider before, he had no chance against Räikkönens raw power and speed.



Spectacular highlight of the Erzbergrodeo 2010: **Kimi Räikkönen** and the Citroën WRC-Rallycar

## 2011: THE MOST SUCCESSFUL ERZBERGRODEO OF ALL TIMES?

*Sold out in less than 5 hours. What remains a common thing for top music-acts like Madonna, U2 or Sir Elton John, provided open mouths to the international motorsports community in October 2010.*

The record breaking run for one of the 2011 Erzbergrodeo's 1500 entry spots was just insane, leaving a couple of hundred riders on the waiting list before the day was over.

The race promotor's goals for 2011 were set without discussion: the ERZBERGRODEO's 17th edition should even outdo all editions before. Karl Katoch and his crew would increase services for riders and spectators as well as offer more action on all four days and even more intense racing on a revised Hare Scramble racetrack. Competitors from 37 nations and 5 continents, some additional 1500 riders on the waiting list, 35.000 spectators, 600 special guests and close to 300 journalists on site – the 17th Erzbergrodeo smokes all records you could ever imagine for an offroad motorcycle event.

Never before there have more factory teams announced their participation in the prestigious fight against the „iron mountain“.

Apart from 4-times Erzberg-winner and 2-times Indoor-Enduro World Champion Taddy Blazusiak, the world's elite gathers at the starting gates: Graham Jarvis, 3-times Dakar winner Cyril Despres, 4-times Supermoto World Champ Thierry van den Bosch, Roof-of-Africa Champions Chris Birch, Riaan van Niekerk and Darryl Curtis, Xavi Galindo, Japans hottest talent Taichi Tanaka, crowd favourite Andreas Lettenbichler and a whole phalanx of british Offroad-Guns like 12-times Trials World Champion Dougie Lampkin and Paul Bolton.

To even top this list of riders, the world's most successful Motocrosser of all times inscribes himself to the races: 10-times MX World Champion Stevan Everts celebrates his first ever visit at the Erzberg in 2011.

The first race of the weekend – the ROCKET RIDE hillclimb – is dominated by Austrian Ossi Reisinger and his Suzuki. At the spectacularous late evening Superfinals, Reisinger dominates each heat to finally secure his win in front of Belgian FMX entrepreneur Gilles DeJong and Austrian Seppi Fally. After his impressive uphill domination, Reisinger takes another stroke – and goes on to win the IRON ROAD PROLOG for a second consecutive time after 2010 – despite superfast competition from guys like Everts, Blazusiak, Despres and Van den Bosch! Whoever put his bets on the World Champs and Factory All-Stars this year was more than surprised to see another Austrian youngster on the podium – Seppi Fally earns a respectable second place, followed by Stefan Everts on third position.

Once again the RED BULL HARE SCRAMBLE delivered a nervebreaking thriller from start to finish. Heavy downpours and low temperatures made the track even more selective than usual and provided an extra challenge for the riders. Right after the start it is 20-years old Brit Jonny Walker who takes the lead in front of Blazusiak, Jarvis and Lampkin, but it doesn't take long before Taddy and an unleashed Graham Jarvis overtake Walker at checkpoint "Wasserleitung".

For the rest of the race it's Taddy and Graham hard-charging through all the extremely difficult track sections. The two outstanding athletes ride in their very own league and steadily move away from the rest of the field. Behind the top-riders it's all drama – even small uphill have turned into brutal challenges due to the weather conditions, leaving piles of men and machines all over the racetrack. After 4 hours only 9 riders (!) manage to finish the race.

After 2:12:03 hours it's Taddy Blazusiak, who gets his champaign spray for an amazing fifth consecutive time. But Taddy's triumph didn't come undisputed this time, as Graham Jarvis reaches the finish first. The british Xtreme Enduro Superstar manages to overtake Blazusiak in one of the hardest sections – only to make a crucial mistake at checkpoint 16 by passing the checkpoint without getting scanned. Race director Karl Katoch has no other choice than taking the win away from Jarvis.

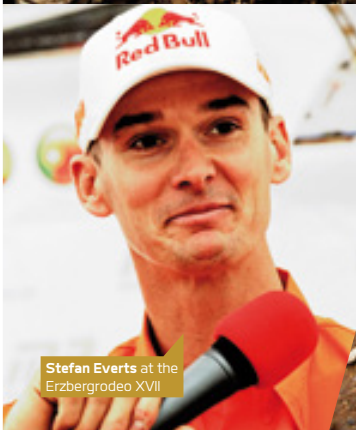
Red Bull Hare Scramble 2011: Taddy Blazusiak grows into a true legend



THE Prologue master: Ossi Reisinger



5 consecutive wins: Taddy Blazusiak



Stefan Everts at the Erzbergrodeo XVII



A new star is born: Jonny Walker 2011



Heavily disappointed: Cyril Despres 2011



Britain's got real talent: **Dougie Lampkin, Jonny Walker and Ben Hemingway** on the 2012 Red Bull Hare Scramble podium



Hardcore: racing the Prologue upon 20 cm of fresh snow!



Insane: FMX in the snow!



**Graham Jarvis**: bad luck at the Erzbergrodeo 2012



Second to Blazusiak it's Trials Champ Dougie Lampkin who celebrates his second consecutive podium arrival at the Iron Giant, and rookie-sensation Jonny Walker on third place. The nine riders finishing the 2011 RED BULL HARE SCRAMBLE hail from 6 different nations and 3 continents - which clearly proofs the Erzbergrodeo's highly international status.

**2012: BRITAIN'S GOT TALENT LIVE AT RED BULL TV**

Midst of Oktober 2011: it took only 49 minutes before all entries for the Erzbergrodeo 2012 were gone. Unbelievable, but true - and another record for the Erzbergrodeo. In the wake of the most massive stampede of all times, the race promoters prepare another milestone for the 18th edition of the event: the LIVE broadcasting of the RED BULL HARE SCRAMBLE on TV and online!

The potent Red Bull Media House unleashed a massive amount of equipment and manpower to cover the amazing footage - and the protagonists did their very best to excite hundreds of thousand spectators in front of their computers.

The very dominant Graham Jarvis entered Erzberg as the clear favourite to many - only to fail once again. Jarvis and German top-rider Andreas Lettenbichler missed the track and had to be disqualified even though both riders delivered a stunning performance until the finish. With Jarvis out of the race and Taddy Blazusiak over in the USA concentrating on his Enduro-cross title chase, the door was open for the next generation: 21-years old Brit Jonny Walker left no doubt about his bright future in the sports and secured his first ever Red Bull Hare Scramble victory. With Dougie Lampkin and Ben Hemingway completing the 2012 podium it was plain to see that the Brits have to be reconned as the new force to deal with in Xtreme-Enduro-sports.

At the end of the race, which had to be shortened by 30 minutes due to severe downpoors and heavy fog, only 7 riders reached the finish. Amongst the best of the world: Austrian Lars Enöckl, who proofed once more that he can definitely carry the same speed as the sports elite riders.

The IRON ROAD PROLOGUE 2012 offered even some more glory for the Austrian fans: Seppi Fally took the victory, followed by Lars Enöckl on second place on the revised Prologue track.

**2013: JARVIS WINS THE TOUGHEST ERZBERGRODEO OF ALL TIMES**

The 19th edition of the ERZBERGRODEO will remain a long lasting reminiscence to all protagonists for sure. The iron mountain shows his ugly face and covers itself in impenetrable fog, heavy rain - and even snowfall! The Erzbergrodeo 2013 becomes a true touchstone not only for the riders and their entourage, but for the race promotors as well.

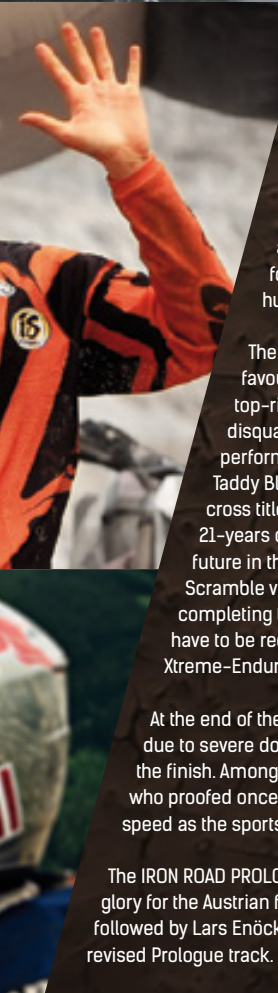
The preliminaries for the ERZBERGRODEO XIX are once more dominated by the gigantic run from dirtbike riders from all over the globe. The 1500 entry spots are gone within less than one hour, the number of entourage reaches a record high and accreditations for VIP-tickets, vendor booths and press/media-tickets rocket to new levels.

According to the big success of the RED BULL HARE SCRAMBLE's first ever LIVE broadcasting on Servus TV and redbull.com in 2012, Red Bull Media House ups the ante even more for 2013. Fans around the globe shall be able to watch the infamous race from the start to the very end, so Red Bull sends a massive crew of 160 people to guarantee stunning Live-footage. More than 20 cameras, thousands of meters of fibreglass-cable, spectacular pre-productions to present the top riders and co-announcer Darryl Curtis prove that this TV-production will accept no compromises ...

Sportswise, everyone is expecting a renewed summit of superlatives in 2013. Graham Jarvis, Jonny Walker, Dougie Lampkin, Andi Lettenbichler, the Hemingway brothers, Paul Bolton and a full armada of international top-riders line up at Erzberg as well as KTM's factory star and multi-time Enduro World Champion Ivan Cervantes.

But it's another dirtbike-superstar, who fires up the big rocket: Taddy Blazusiak signals that he's eager to return to the Iron Giant to prove that he's still the man to beat! In the end, the heavily awaited duel Blazusiak-Walker-Jarvis has to be postponed: a nasty crash only a few weeks prior to Erzbergrodeo sidelines Taddy for his comeback.

The Erzbergrodeo 2013 kicks off with good news for the home-grown fans: Austrian motocrossers Michael Staufer, Ossi Reisinger and Seppi Fally top the podium of the KÄRCHER ROCKET RIDE on first raceday!



But while the enthusiastic crowd celebrates inside the notorious Erzbergrodeo beer tent, the heavy rain turns into heavy snowfall!

Believe it or not: for Xtreme Enduro athletes, even 20 centimeters of fresh powder are no reason to throw in the towel! But while the first heat of IRON ROAD PROLOGUE is on it's way, weather conditions get even worse. After 800 riders have left the starting gate, race promotor Karl Katoch decides to stop the Prologue and have the remaining 700 riders race on next day. For the first time in history, only one timed heat will decide which riders qualify for the grid of the RED BULL HARE SCRAMBLE.

Eventually it's Austria's top rider Lars Enöckl who wins the IRON ROAD PROLOGUE 2013 in front of Ossi Reisinger and Jonny Walker.

While most of the international top riders manage to reach the Prologue's Top-50, it's Graham Jarvis who adds some spice to the upcoming RED BULL HARE SCRAMBLE. Jarvis narrowly misses the Hare Scramble's front row and signals an epic race to catch up the top spots of the world's most renowned Xtreme Enduro race!

### RED BULL HARE SCRAMBLE 2013

Even at dry conditions, this term sends shivers over the backs of the world's most capable motorcycle athletes. On raceday, heavy rain and chilly temperatures welcome the riders and spectators - leaving no doubt that the Red Bull Hare Scramble 2013 will be one of a kind. Additionally, the starting area has turned into a knee-deep pond over night. As soon as Karl Katoch and Heinz Kinigadner drop the checkers, thousands of spectators on site and in front of the screens witness dramatic situations all around the place.

While most of the riders somehow manage to exit the starting area without major problems, Lars Enöckl and Paul Bolton drown their bikes inside the pond - forcing the sympathetic Bolton to quit his race only a few meters after the start! In the beginning it's Lettenbichler, Walker, Ben Hemingway and Spaniard Alfredo Gomez who head the carnage - but it doesn't take all too long until a blazing Graham Jarvis turns up in the slipstream of the leading group.

Jarvis got an extremely well start from second row and plows through the field with his head down and elbows out. Graham leaves absolutely no doubt how hard he wants his first ever Hare Scramble victory and delivers an outstanding performance. The quiet Brit passes 51 competitors and finally arrives at the finish line 18 minutes ahead of Andi Lettenbichler and his fellow teammate and rising star Alfredo Gomez.

After being disqualified for three (!) consecutive times, Jarvis is probably the happiest and most relieved winner in the history of the Red Bull Hare Scramble - and the cheering of his team and thousands of fans is outstanding as well.

Despite the tremendously tough conditions, 14 riders from 7 nations reach the finish. Amongst these heroes, it's amateurs Alex van den Broek (NL), Pierre Pallut (FRA), Lee Sampson (UK) and German Phillipp Scholz who deserve special recognition for their remarkable performances. Austrian Lars Enöckl quits his race due to mechanical problems and has to postpone another head-turning performance to 2014 ...

Even though the extreme weather conditions have put the race promoters under continuous pressure during the whole event, the resume of Karl Katoch and his crew is conceivably positive. No side events had to be cancelled (not even the Freestyle-MX Show!), the medical rescue team reported no serious injuries and the atmosphere inside the beer tent was legendary as ever before. Thanks to the unlimited enthusiasm of all competitors, spectators and staff, it was possible to make the Erzbergrodeo 2013 an outstanding experience for all visitors - proving, that it truly deserves to be called „Supreme“!

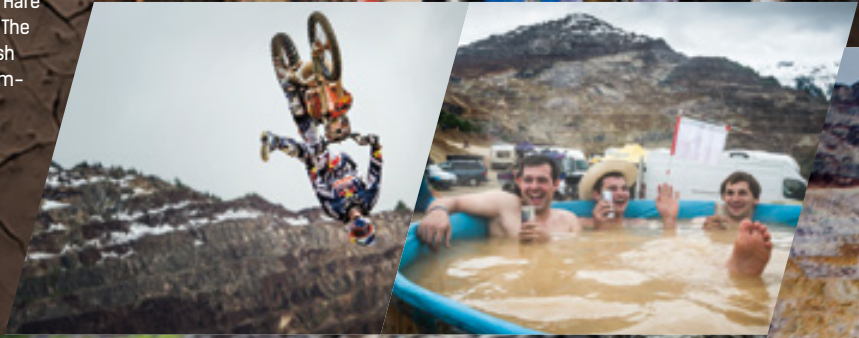
Only a few days after the event, good news were delivered straight from Red Bull Media House: the amazing 6-hours long LIVE-broadcast at Servus TV turned out to be the second most successful TV-airing for the ambitious Austrian network after Felix Baumgartner's STRATOS project earlier this year! This news translate immediately into the continuation of RED BULL HARE SCRAMBLE LIVE in 2014 ...



Simply outstanding: **Graham Jarvis** takes his first ever RED BULL HARE SCRAMBLE victory in 2013



**Alfredo Gomez, Graham Jarvis, Karl Katoch and Andreas Lettenbichler** on the 2013 podium



**Taichi Tanaka**: Japans hero finishes 7th in 2013

## 20 YEARS OF ERZBERGRODEO: THE WORLD'S ELITE RIDERS CELEBRATE THE ANNIVERSARY AT THE IRON GIANT

**Erzbergrodeo turns 20 – and the worldwide offroad community celebrates!**

Already months prior to the anniversary edition, the hype about this special birthday rises dramatically. In May 2014, 40000 enthusiastic actionsports fans are able to experience motorcycle offroadsports at the highest level. Never before the Erzberg saw a starting grid as high-class as in 2014: beside the current Top-30 riders of international Xtreme Enduro Racing, true „Iron Legends“ like Alfie Cox (RSA), Giovanni Sala (ITA), Juha Salminen (FIN) and Stefano Passeri (ITA) show up to compete against today's heroes at the IRON ROAD PROLOGUE. Besides Cyril Despres and Chris Pfeiffer, all former winners of the Red Bull Hare Scramble get together at the anniversary edition – and deliver some very emotional moments for race promotor Karl Katoch and his buddy Heinz Kinigadner.

Dougie Lampkin, the 18-times World Trials Champion, draws the line: „There is no other race with such a high profile starting grid. At Erzbergrodeo, there are 10-15 riders who can win the race at any given time. You can add some more 20-30 guys who are able to finish on the podium if everything turns in place for them – and then there is a full armada of talented youngsters, who are eager to proof that their time is now. To finish the RED BULL HARE SCRAMBLE is already like a knightly accolade – but if you reach the podium or even win this race, you'll belong to the best riders of the world.“

With all that amazing talent at the start, the excitement within the several racing events of the ERZBERGRODEO XX was massive. At the KÄRCHER ROCKET RIDE, the Erzbergrodeo's spectacular hillclimb race on day one, 300 brave competitors challenge a mighty, 3-story gravel uphill.

This race is all about full throttle until the finish, which makes it the perfect playground for all Motocrossers at Erzberg. Austria's former MX3 World Champion Matthias Walkner gets his first ever Erzberg trophy, while fellow Austrians Ossi Reisinger and Christoph Heinz completed the 2014 podium.

### IRON ROAD PROLOG: THE IRON LEGENDS ARE STILL GOING STRONG

1500 riders versus the „Iron Giant“. The spectacular IRON ROAD PROLOGUE is not only the qualification for the RED BULL HARE SCRAMBLE, the high-speed race to the Erzberg's summit has become a fixture for the world's fastest offroad racers.

To finish amongst the Top-50 ensures to start the Hare Scramble from first row – which is the clear goal of hundreds of talented riders. The difficulty of the prologue racetrack has been continuously aggravated over the past years, which makes this race a true challenge for every competitor. To place amongst the Top-50 is not a easy thing at all, not even for the world's fastest dirtbike athletes – therefore the pro riders show up well prepared and fully determined.

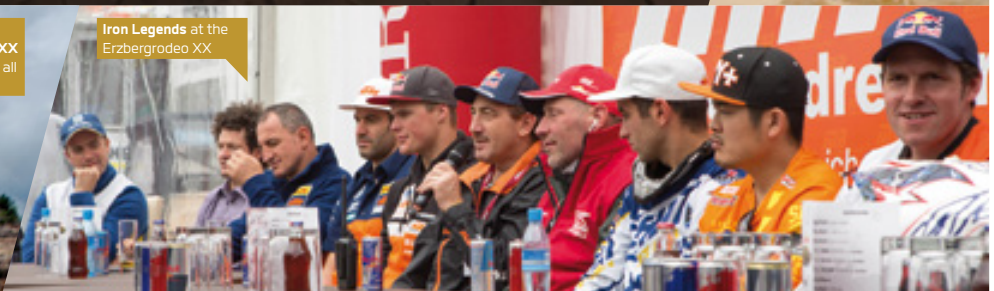
While the 2013 Prologue was somewhat hindered by very bad weather conditions (snowfall!), the 2014 racetrack presents itself in perfect conditions – enabling top speeds of more than 170 km/h. After two days of intense racing, Austrian MX-Pro Ossi Reisinger wins his third IRON ROAD PROLOGUE.

US Shooting-star Taylor Robert celebrates a sensational runner-up finish, while former MX World Champion Matthias Walkner finishes third. Though he has already retired from international racing, former World Champion Juha Salminen (FIN) places a sensational fourth – just one second short of the podium!

In the end, all top contenders for the RED BULL HARE SCRAMBLE place amongst the Top-50 and qualify for the first of ten starting rows of the Erzbergrodeo's true highlight race.

A timeless image: the Erzbergrodeo XX group picture with all competitors!

Iron Legends at the Erzbergrodeo XX



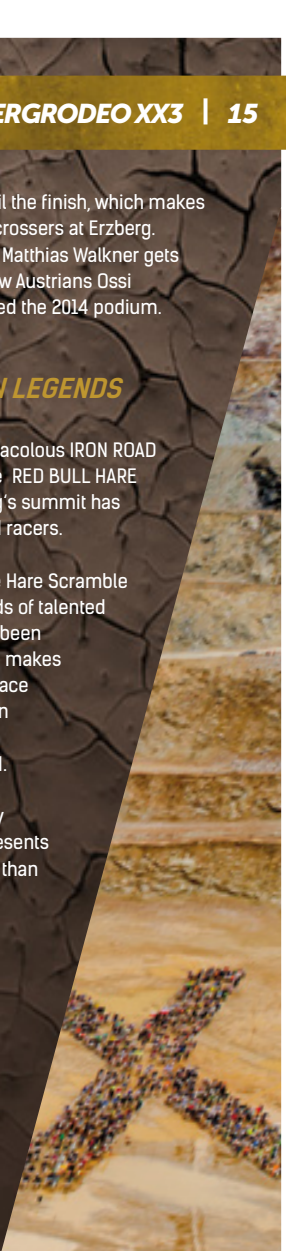
Once again unbeatable at the 2014 Iron Road Prologue: Ossi Reisinger



Big honour: Jonny Walker on the cover of the Erzbergrodeo Anniversary Postage Stamp



High-class movie & theatre actor Tobias Moretti



## RED BULL HARE SCRAMBLE 2014: JONNY WALKER DOMINATES

Graham Jarvis, Jonny Walker, David Knight, Andreas Lettenbichler, Dougie Lampkin, Alfredo Gomez, Ben Hemingway, Wade Young, Cory Graffunder, Taylor Robert, Paul Bolton, Lars Enöckl, Cody Webb, Taichi Tanaka, Altus de Wet... the list of riders from 13 nations and 4 continents crowding the first row of the long awaited 2014 RED BULL HARE SCRAMBLE looks like the Who-is-Who of Xtreme Enduro racing.

Even the „Iron Giant“ seems to gladly join in at the anniversary celebrations, as Sunday greets the 500 ambitious competitors with perfect blue skies and mild temperatures. The stage is perfectly set ...

Tens of thousands of spectators have shown up at Erzberg to witness the definite highlight of the Xtreme Enduro season, while even more enthusiastic fans all over the world are sitting in front of their screens to follow the upcoming 4 hours of excitement LIVE at ServusTV and on redbull.com!

The 35 kilometers long racetrack has been perfectly prepped for the anniversary edition by Erzbergrodeo track manager Hans Werth and his crew. Apart from infamous classic sections like „Wasserleitung“, „Badewanne“, „Machine“, „Elevator“, „Carl's Dinner“ and „Dynamite“, riders are served another extremely technical rock section as well as a new and very steep rocky hillclimb called „Lazy Noon“ right before the finish.

At exactly 12:00 a.m. Erzbergrodeo's mastermind Karl Katoch and motorcycle offroadsports legend and Wings for Life founder Heinz Kinigadner unleash the first row of 50 riders. The race is on, and the top riders deliver excitement right from the beginning. While KTM's factory rider Jonny Walker takes the lead from Austrian Seppi Fally shortly early, last years winner Graham Jarvis faces a bad start and fades back to the midith of the pack.

While KTM's latest factory addition Andreas Lettenbichler and Canada's Cory Graffunder are right on Walker's heels, Paul Bolton, Alfredo Gomez, Dougie Lampkin, Ben Hemingway and Erzberg-rookies Taylor Robert and Cody Webb follow the leading group through the first tricky sections of the race.

But it's a totally unleashed Jonny Walker who sets the pace. The 23-years old Brit leaves no doubt that he's completely determined to collect his second RED BULL HARE SCRAMBLE trophy. Walker continuously builds up his lead and clearly dominates the rest of the pack, even in the most extreme sections of the track. „My race was all perfect I guess. I really wanted that win and that kept me charging hard.“, Walker commented on his dominant performance.

After an impressive and flawless ride, Jonny crosses the finish line at 1:39:38 hours - and celebrates a well deserved and undisputed win. 13 minutes later, an exhausted Graham Jarvis reaches the finish line. The most successful Xtreme Enduro athlete of the past years rode an awesome race to the podium but couldn't beat Walker in the end. „I had a really bad start and had to give it all to get to the top of the pack. But Jonny delivered a breathtaking performance today and was simply too strong to beat.“, Jarvis congratulates his younger challenger in the finish.

3 minutes after Jarvis, a very happy Andreas Lettenbichler parks his KTM on the third spot of the 2014 RED BULL HARE SCRAMBLE podium. The 39-years old German celebrates his impressive sixth podium finish at the RED BULL HARE SCRAMBLE - only to watch his 16-years old son Manuel finish amongst the Top-20 shortly after! Another world premiere at the Erzbergrodeo: never before have both father and son finished a World Xtreme Enduro! Another sensation is delivered by fellow Austrian trials rider Dieter Rudolf, who places 22nd on board of a KTM Freeride!

After 4 exhausting hours, a total of 31 riders from 11 nations and 3 continents reaches the 2014 RED BULL HARE SCRAMBLE finish. The perfect weather conditions allowed a lot of talented youngsters from all over the world to add their names to the very exclusive list of Erzbergrodeo finishers - and get on the radar screens of factory team managers! The Erzbergrodeo's anniversary edition was a full success, not only for the riders. Thousands of spectators around the globe witnessed high-class motorsports as well as an unique dirtbike festival.



Dominated the Erzbergrodeo anniversary edition: Jonny Walker



31 riders reached the finish of the 2014 Red Bull Hare Scramble



The next generation of fast: Andy & Manuel Lettenbichler



Graham Jarvis on his way to a podium finish







Alpine Skiing Superstar **Marcel Hirscher** cheers on **Jonny Walker**



IRON LEGENDS: **Juha Salminen** and **Karl Katoch**



First ever winner of Erzbergrodeo (1995): **Alfie Cox**

## BEACH WEATHER AND 4 WINNERS: ERZBERGRODEO XXI WRITES HISTORY

40000 spectators, 1500 competitors with some more 4500 entourage from 38 nations, 250 international media representatives, a crew of 800 men & women, hundreds of VIP guests... the 21st edition of Erzberg-rodeo once again turns the whole region around Eisenerz into the pulsing epicentre of motorcycle offroad sports. While the past years have been dominated by rain, heavy rain and very heavy rain (with occasional snow showers!), 2015 welcomed the Erzbergrodeo family with clear blue skies, summer-like heat and - a lot of dust!

The 2015 starting grid was as hot as the weather: Jonny Walker, Graham Jarvis, Andreas Lettenbichler, Alfredo Gomez, Wade Young, Ben und Dan Hemingway, Mario Roman Serrano, Joakim Ljunggren und Lars Enöckl all came to challenge the „Iron Giant“. Back in Xtreme Enduro action at „his mountain“: KTM Factory Superstar Taddy Blazusiak, who could win the Red Bull Hare Scramble for a consecutive 5 times.

The KÄRCHER ROCKET RIDE uphill race opener offered massive excitement. For the first time, the race was started down at the Erzberg lake and presented an even longer, gnarly 4-stories uphill track. The Superfinals were packed with talent, as riders from 10 nations battled for the first trophy of the event. In the end, Austrian Ossi Reisinger took the win with 17-years old Erzberg-Rookie Brad Williams (UK) placing second and Freestyle-MX icon Jimmy Verburgh (BEL) placing third.

On Friday and Saturday, the mighty iron mountain tremored under the full throttle attack of 1500 riders at the legendary IRON ROAD PROLOGUE. The first day saw the top riders do what they do best: race the mountain at an spectacular speed!

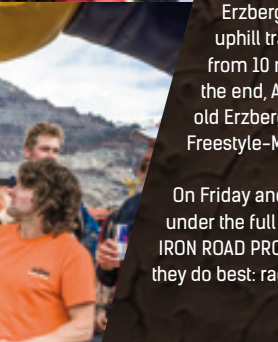
Even though starting intervals of 20-30 seconds between each rider minimized the ammount of dust on the track, visibility was somewhat limited. Last years Red Bull Hare Scramble winner Jonny Walker made good use of his starting number 1 and ended his race day 5 seconds ahead of Ossi Reisinger and Taddy Blazusiak, who were separated by only a few hundredths. All top riders of the Erzbergrodeo 2015 qualified themselves amongst the Top-50 on the first day of Iron Road Prologue, securing a spot for the much sought after first starting row of the RED BULL HARE SCRAMBLE!

One special Erzbergrodeo-Rookie turned a lot of heads on his first ever appearance at the Iron Road Prologue: Freestyle-MX icon and world record holder Robbie Maddison (AUS) crowned his first visit at Erzberg with a spectacular ride. Even though he crashed shortly before the finish line, Maddison placed a remarkable 45th in his first heat!

The second Prologue race day served blue skies and quite a surprise: Austrian Rudi Pöschl improved his performance for a remarkable 3 seconds and took the day's win! Jonny Walker didn't risk too much and collected his first ever overall win of the IRON ROAD PROLOG in front of Ossi Reisinger and Taddy Blazusiak. Perfect weather conditions as well as a bizarre scenery - the Iron Giant was covered in a giant dust cloud - served a true highlight for all competitors and spectators.

### RED BULL HARE SCRAMBLE 2015: THE ERZBERGRODEO HIGHLIGHT TURNS INTO AN UNIQUE EVENT

Rumours about a new track design left no doubt, that the infamous RED BULL HARE SCRAMBLE could turn into an even more extreme challenge in 2015 for the world's elite offroad riders.



**Jonny Walker** wins the 2015 Prologue



Amazing: **Hannes Arch's** Air Show in 2015



**Sturm auf Eisenerz 2015**



**Mark Webber** and **Robbie Maddison** visit the Erzbergrodeo XXI

2015: the Iron Giant beats Taddy Blazusiak



The 35 kilometers long track winds itself over the whole compound and was spiced up with some new sections by Karl Katoch and his track managers for the 21st edition of Erzbergrodeo. Alone at the starting procedure one could literally feel the adrenaline, excitement and even fear of the 500 riders. To ease the tension a little, Karl Katoch treated his riders with a spectacular Red Bull Airshow featuring Hannes Arch, who amazed the crowd of riders and spectators with his breathtaking aerial manoeuvres right above the starting area.

Right after the start the crowd was presented with the first big surprise: frontrunner Taddy Blazusiak crashed at the very first uphill and had to call it quits only a few seconds after the start.

A massive disappointment for the 5-times RED BULL HARE SCRAMBLE winner! While Blazusiak left the scene uninjured but crestfallen, it was Jonny Walker who took the early lead - followed by Graham Jarvis, Mario Roman Serrano, Joakim Ljunggren, Andy Lettenbichler, Alfredo Gomez, Wade Young and Lars Enöckl.

At the beginning of the No-Help Zone, Walker had already gained 5 minutes distance on his chasers. But things changed in „Carl's Dinner". The extremely demanding rock section had been severely upgraded by adding a third loop through the huge chunks of rock, and temperatures way beyond 30 degrees celsius took their toll on the riders. While Walker powered his boiling KTM through the rocks, Graham Jarvis opened up fire on his main rival and reduced the gap on Walker to 30 seconds, leading his teammate Alfredo Gomez through „Carl's Dinner".

Shortly after, Jarvis and Gomez even took the lead from a struggling Jonny Walker and plowed away. When entering the crucial new section called „Downtown", Husqvarna Factory riders Jarvis and Gomez were 10 minutes ahead of all other riders.

**„DOWNTOWN": THE GAME CHANGER**

What happened next inside the shady forest section not only changed the course of the race - it opened a new perspective on Xtreme Enduro Sports for thousands of spectators. „Downtown" is best described as a steep single trail, leading through a picturesque little forest. The high temperatures and the degree of exhaustion of the riders added to the moisty, slippery soil full of loose rocks and caused an unrivalled drama. Gomez and Jarvis soon noticed that they could only clear this unrideable section by helping each others, so the teammates pushed, pulled and even lifted their bikes through the first part of the forest. Within the next 30 minutes Walker, Lettenbichler and Young arrived at the unreal scenery - and joined the group of hard working pro riders.

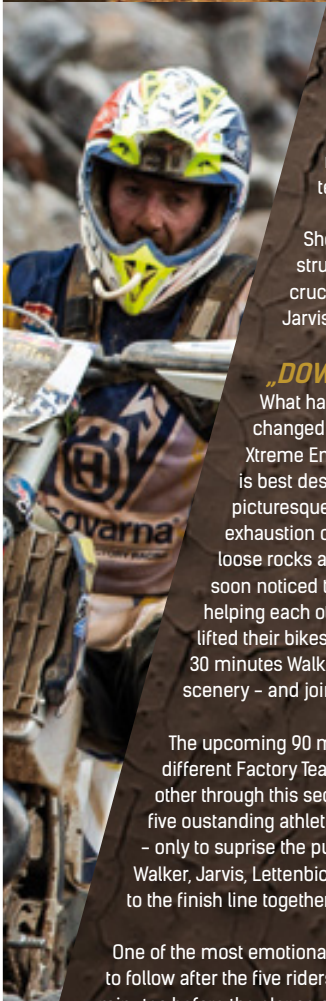
The upcoming 90 minutes will be unforgotten: rivals from different Factory Teams teamed up like friends and pulled each other through this section. With combined efforts and strength, the five outstanding athletes finally made it through the „green hell" - only to surprise the public with a decision never seen before: Walker, Jarvis, Lettenbichler, Gomez and Young decided to ride to the finish line together - without challenging each other.

One of the most emotional moments of the day was soon to follow after the five riders reached the finish line only two minutes before the elapse of the 4 hours race time: Erzbergrodeo mastermind Karl Katoch had to disqualify 19-years old Wade Young for missing a checkpoint! For the first time in its 21-years long history, the RED BULL HARE SCRAMBLE celebrated a podium of 4 worthy winners - making the 2015 edition a worldwide unique and memorable event! Mario Roman Serrano reached the finish in fifth place after the 25-years old Spaniard powered himself through most of the „Downtown" section without any help...!

The spectacular Live-broadcast of the RED BULL HARE SCRAMBLE 2015 at Servus TV and Red Bull TV was a worldwide success, not least because of the exciting development of the race. TV-network NBC broadcasted to more than 110 million living rooms in the Unites States, as well as some of the biggest European TV-networks. 250 media representants from 26 nations were on site to gather impressions for their reports, making the 2015 media output one of the biggest in the history of Erzbergrodeo. Another big success for Erzbergrodeo, which keeps on playing a major role for the economical development of the whole region and the county of Styria!



Wade Young and Andreas Lettenbichler: full effort!



Unforgettable: factory riders team up during the race



The 2015 podium with 4 worthy winners

## ERZBERGRODEO 2016: THE IRON GIANT SHOWS HIS UGLY FACE

**9 out of 1500. The Erzberg didn't let more riders pass the finish line at the Erzbergrodeo's 22nd edition!**

1500 competitors from 38 nations and all continents. From South Korea to Finland, from Wales to Montana. Once again, an amazing line up of riders turned the entire region around Erzberg into a huge dirtbike fan festival.

Right in the middle: the world's best offroad motorcycle racers who mixed with ambitious amateurs from all over the globe: Graham Jarvis, Alfredo Gomez, Taddy Blazusiak, Mario Roman Serrano, Wade Young, Paul Bolton, Ben Hemingway...

Adding extra spice to the menu were three of Americas most successful Endurocrossers: Cody Webb (KTM), Colton Haaker (Husqvarna) and Kyle Redmond (Beta) took on the challenge this year to fight for the podium of Red Bull Hare Scramble.

On the back seats there was a full phalanx of talented youngsters waiting for their big chance like 18-years old Brit Billy Bolt, who is widely regarded as the next big thing in Xtreme Enduro.

Two Superstars attended the Erzbergrodeo 2016 as visitors: KTM Factory Pros Jonny Walker and Andreas Lettenbichler. While Walker was still sitting out due to his leg injury, „Letti Senior“ was here to manage his very talented son Manuel.

But once again in the history of Erzbergrodeo it was homegrown talent that dominated the first days of racing. The KÄRCHER ROCKET RIDE hillclimb delivered first class full throttle action on Thursday and was shaped by the Austrian Motocross and Enduro top riders like Ossi Reisinger, Florian Salbrechter and Bernhard Schöpf.

Reisinger, Schöpf and Salbrechter pushed from the very start and made each qualifying heat a real pleasure to watch. In the exciting Superfinals it was Florian Salbrechter who took the 2016 Rocket Ride crown, closely followed by fellow Austrian Christian Resinger and Aussie amateur Chris Perry. Reisinger and Schöpf pushed a little to hard and crashed in their final heat, leaving the door wide open for new faces on the podium of KÄRCHER ROCKET RIDE!

## IRON ROAD PROLOGUE: REISINGER MAKES IT FOUR!

The IRON ROAD PROLOGUE 2016 offered plain perfect track conditions under clear blue skies. The 15 kilometers long gravel racetrack up to the Erzberg's peak was redesigned and sharpened by several chicanes and more gnarly sections than ever. Besides wide open racing riders would need profound riding skills and a perfect choice of lines to finish up front of the pack.

Austrian Ossi Reisinger had already smoked the world's top offroad riders three times in the past years and the MX-Pro was on fire as well this year. Although crowd favourite Paul Bolton (UK) nailed the fastest time on day one, it was Reisinger to secure his fourth overall victory with a perfect run on Saturday. 20-years old South African Wade Young ended up 2nd overall, with Bolton slipping back on third in the overall results. All favourites for the Red Bull Hare Scramble 2016 placed amongst the Top-50 of the IRON ROAD PROLOGUE - with only one exception: Billy Bolt placed 51st and narrowly missed the front row of Red Bull Hare Scramble...

## ELECTRIC ENDUROCROSS: ONLY AVAILABLE AT ERZBERG!

On Saturday Karl Katoch presented a new highlight: the ERZBERGRODEO ENDUROCROSS. A short flashback to the year 2007: it was back then when a new Xtreme Enduro Superstar emerged from the same special event. Taddy Blazusiak entered the race as an ambitious amateur rider - the rest is history!

Perfect conditions:  
Erzbergrodeo XXII

Top-Stars at the  
Erzbergrodeo XXII

Spectacular: Kärcher  
Rocket Ride 2016

4-times Iron Road Prolog  
Champion: Ossi Reisinger

New action highlight: the  
Erzbergrodeo Endurocross  
at the new ACTION ARENA

10 years later Karl Katoch opened up the search for a new interstellar talent again. Alike 2007, the carrot in front of the donkey was a first row starting spot for the Red Bull Hare Scramble. Reason enough for 300 ambitious amateurs to train hard and give their best on the narrow Endurocross course. The new side event was also designed to give an outlook to the future of motorcycle racing, as riders had to compete on electric powered KTM E-XC bikes without exception. The innovative and emission-free concept would make it possible to bring spectacular dirtbike action in any urban environment in the future.

The new race format was presented inside the all new ACTION ARENA, featuring grandstands for hundreds of fans and two large LED-screens to experience the action as close as possible. Another highlight of the ERZBERGRODEO ENDUROXCROSS was the 5 meter high wooden wallride which made even experienced riders scratch their heads. Finally it was race promoter Karl Katoch to „deflower“ the massively steep wallride on his powerful electric KTM...!

From the qualifiers to the very entertaining Superfinals the ERZBERGRODEO ENDUROXCROSS delivered nothing but amazing action and exciting fights for every position. In the end it was Bulgarian Teodor Kabakchiev, Daniel Beck from Germany – and Spanish offroad lady Sandra Gomez Cantero who landed on the podium and provided another sensation: Sandra, the sister of KTM Factory Rider Alfredo Gomez would be the first ever woman to start from the first row of RED BULL HARE SCRAMBLE!

### RED BULL HARE SCRAMBLE 2016: GRAHAM JARVIS DOMINATES

The Erzbergrodeo's last day of racing greeted the competitors and tens of thousands of spectators not only with mint weather conditions but also with an atmosphere loaded with adrenaline, tension and even some worries amongst the 500 racers waiting in their paddocks. There was probably one main question to occur in every racers mind...

Would the RED BULL HARE SCRAMBLE racetrack once again turn out to be a cruel monster, unbeatable even for the world's most skilled dirtbike athletes? Well, considering the incidents of last year this concern was more than understandable...

Again it was Karl Katoch who wiped away the worries and concerns by serving the crowd an impressive procedure short before the start: while the Red Bull Skydive Team performed their amazing show in the skies, the HAIBIKE MTB-Downhill Pros hammered down the massive hills to deliver the starting flag to the hands of Heinz Kinigadner. Thousands of spectators were full of excitement – not only on site but as well in front of their screens all over the world, as the race was broadcasted live on Servus TV and Red Bull TV.

As soon as Karl Katoch and *Wings for Life* founder Heinz Kinigadner traditionally started the race at exactly 12:00 a.m. the heat was on! While the very first uphill after the start took their tolls on some of the top riders it was 5-times Red Bull Hare Scramble winner Taddy Blazusiak (POL/KTM) who mastered these crucial sections without problems and took the early lead. But it didn't take long until Cody Webb (USA/KTM) snatched the front from Taddy and spearheaded the leading group of Blazusiak, Alfredo Gomez (ESP/Husqvarna) and Wade Young (RSA/Sherco) to the first of 25 checkpoints. While the race was getting more intense, Graham Jarvis (UK) unleashed his charge to the front.

The Husqvarna Factory Ride, who won the race in 2013 and 2015, was riding in his very own league and took the lead even before the classic section *Badewanne*. Webb, Gomez, Young, Bolton and Jarvis' teammate Mario Roman Serrano (ESP) could stay on Grahams rear wheel for some more miles, but when Jarvis reached Carl's Dinner (CP17) – the most legendary and demanding section of the whole race – the Brit already had build up a comfortable lead on the rest of the pack. Jarvis then amazed everyone on site and in front of the TV screens with an outstanding performance at Carl's Dinner.

The 41-years old plowed through the section filled with massive rocks as if he would follow an invisible thread and mastered Carl's Dinner in an impressive 32 minutes! Even *Lazy Noon*, the last brutal section before the finish couldn't stop Graham Jarvis from celebrating his third RED BULL HARE SCRAMBLE victory in the Erzbergrodeo Arena!



Man of the Race 2016:  
Graham Jarvis (UK)



A definitive highlight:  
the all new ACTION ARENA



Top performance:  
Philipp Scholz (GER)



He gave it all to finish:  
Taddy Blazusiak



Cody Webb at  
Carl's Dinner



Red Bull Hare Scramble podium 2016.  
Cody Webb, Graham Jarvis and Alfredo Gomez

US-Superstar  
Colton Haaker



Sandra Gomez Cantero:  
Queen of Endurocross

Behind Jarvis an epic fight for the podium unfolded between KTM teammates Alfredo Gomez and Cody Webb who both needed all their skills end endurance until the very end.

First it was Gomez to overtake the completely exhausted Webb in Carl's Dinner by choosing a better line through the rocks. But the sympathetic guy from California didn't back down and managed to catch up with Gomez at the Lazy Noon uphill. Gomez was facing major problems at the extremely steep hillclimb and couldn't master the section even after several attempts. That's when Cody Webb mobilized all of his reserves and fought himself to the top of the hill, cheered by thousands of enthusiastic fans in front of the big screens inside the finish arena. The American proudly took second place on the podium 33 minutes behind Jarvis and was all smiles. 3 minutes behind Webb it was Alfredo Gomez who filled the last spot on the podium. Even though the 26-years old Spaniard was disappointed, his charge to overtake Cody Webb at Carl's Dinner surely was one of the most impressive scenes of the RED BULL HARE SCRAMBLE 2016.

Husqvarna Factory Rider Mario Roman Serrano had a bad start in the race and faced some difficulties, but the talented Spaniard improved steadily and ended his 5th Red Bull Hare Scramble on fourth position, 22 minutes behind the podium.

10 minutes later it was once again getting loud on the grandstands inside the Action Arena. British rookie sensation Billy Bolt finished his first ever Red Bull Hare Scramble on a sensational 5th position! The Youngster came from second row and overtook 46 riders including several dirtbike superstars!

Paul Bolton (UK/KTM) and Wade Young (RSA/Sherco) put in top performances as well. Both were amongst the leading group for most of the race but lost valuable time at the Lazy Noon uphill. After being disqualified last year, Wade Young was more than happy with his 6th place finish in 2016. Bolton celebrated his seventh Red Bull Hare Scramble finish, making the talented man from Lancashire one of the most successful riders in the history of Erzbergrodeo!

Meanwhile Taddy Blazusiak had to face a hard day at the office. Not enough that the „King of Erzberg“ destroyed his front brake early in the race, the most successful rider in the history of the Red Bull Hare Scramble broke his clutch perch in one of many little crashes. When entering Carl's Dinner Taddy was already 21 minutes behind Jarvis on ninth position. But after crashing out of the race on the very first uphill last year, Taddy didn't want to back down this year and fought his battered KTM from section to section. Fans could witness Taddy's dramatic struggle thanks to the Live broadcast inside the Action Arena and gave the outstanding athlete a deserved enthusiastic welcome at the finish.

Blazusiak crossed the finish line totally exhausted on 8th position and was still happy to add another success to his already amazing career at the Iron Giant.

It was just shortly before the end of the race when another rider appeared on the LED screens inside the Arena. 24-years old Philipp Scholz (KTM) entered Lazy Noon just a couple of minutes before the 4 hours race time were over. The talented amateur from Germany was literally pushed by the exploding crowd in front of the screens as he mastered the very last challenge of the race and finished on 9th position. It was the third RED BULL HARE SCRAMBLE finisher flag for the sympathetic youngster.

To describe the difficulty of the RED BULL HARE SCRAMBLE even under perfect track and weather conditions, you just have to look at the number of top riders who didn't make it to the finish in 2016. Even guys like Colton Haaker (USA), Lars Enöckl (AUT), Ben Hemingway (UK), Manuel Lettenbichler (GER), Scott Bouverie (RSA) and Kyle Redmond (USA) have to give it another try in 2017...

### ERZBERGRODEO 2016: SUCCESSFUL BALANCE OF A MEGA-EVENT

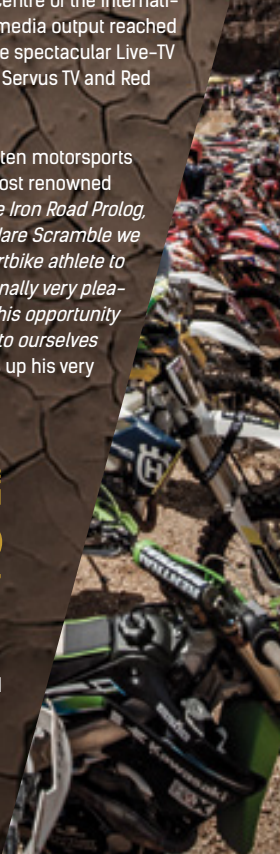
Up to 4000 competitors and entourage from 38 nations, more than 1000 VIP guests, 267 press/media representatives from 24 nations, 800 crew members and more than 40.000 spectators turned the Iron Giant into the pulsing epicentre of the international motorcycle offroad community. The media output reached record breaking dimensions in 2016 and the spectacular Live-TV broadcast of the Red Bull Hare Scramble on Servus TV and Red Bull TV was once again a big success.

Over the past 2 decades Erzbergrodeo has written motorsports history and is regarded as one of the world's most renowned racing events. „With the Kärcher Rocket Ride, the Iron Road Prolog, the all new Endurocross event and the Red Bull Hare Scramble we offer a stage which is open for every ambitious dirtbike athlete to present himself to the worldwide public. I'm personally very pleased that both factory pros and amateur riders use this opportunity and present their outstanding skills and endurance to ourselves and our spectators year after year.“, Karl Katoch sums up his very own balance of the Erzbergrodeo XXII.



### ERZBERGRODEO 2017: RAISE THE BARI!

Preparations for the 23rd edition of Erzbergrodeo are well on their way and first previews can be made: the very well received ACTION ARENA will be extended for 2017, offering even more exciting experience and intense action. Additionally, a new STROMBIKE side event will provide even more emission-free entertainment and the Red Bull Hare Scramble 2017 will be once again the highlight of the World Xtreme Enduro season!





Blood, sweat and tears - the riders faces mirror the enormous efforts and xtreme challenges they have to cope with.





# TOUGHER THAN IRON

## 110% DETERMINATION

*They come from all over the world, regardless of profession and age, factory riders as well as amateurs and hobby riders – and they have one thing in common: They are tough. And they have one main opponent: The Iron Giant.*

Words: Martin Kettner

Photos: Actiongraphers, Freezing Motions, Marek Vincik, Roman Knedlik, Jan Sommer, Claudius Vasilescu  
Red Bull Content Pool: Philip Platzer, Yana Stancheva

Not even Hollywood could provide for more thrill and suspense. 1500 riders fight for 500 entry spots. Amateurs and high-profile superstars of the sport rub their shoulders at the starting line.

The IRON ROAD PROLOGUE is the first test of the Erzberg, and only the best survive the pressure to give it all within less than 15 minutes of going wide open on a gnarly gravel racetrack.

The RED BULL HARE SCRAMBLE then takes every inch of determination that's left inside the hearts of these brave girls and men. These chosen riders have to prove stamina, courage and riding skills to remain victorious in their struggle against the infamous Iron Giant.

And it is these riders, who are heart and soul of the ERZBERGRODEO. The more they are tortured and humiliated, the more enthusiastically they spread the story of the toughest single day race in the world.

Only real fighters take up this challenge and they give no mercy.

They spare neither their bodies nor their motorbikes. That's why they have to rely on the best equipment only.

A made-to-measure target group for innovative brands and companies offering outstanding products or services!

„FOR REAL MEN AND TOUGH GIRLS!“

This slogan fits like a glove when it's connected with the strong brandname of ERZBERGRODEO.



WORLD XTREME ENDURO

# erzbergrodeo



ÄDER  
WHEEL

0

High-profile dirtbike action for every taste: typically ERZBERGRODEO!



SUPREME

03

# 4 DAYS OF FULL THROTTLE

## NON-STOP ACTION

*ERZBERGRODEO stands and delivers!  
Riders, spectators, journalists: they all get  
what they are hoping for – breathtaking motorsports  
action and party feeling 'round the clock!*

*KÄRCHER ROCKET RIDE, IRON ROAD PROLOG,  
RED BULL HARE SCRAMBLE...*

*MITAS ONE-ON-ONE RIDER PRESENTATION,  
STURM AUF EISENERZ, ZIESEL RACE,  
ERZBERGRODEO ENDUROCROSS,  
STROMBIKE CHALLENGE...*

*Non-stop excitement and entertainment,  
no other motorsports event can offer.*

*4 DAYS OF FULL THROTTLE – a motto,  
which stands for the characteristics of  
Erzbergrodeo and all of his visitors.*

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Words: Martin Kettner  
Image: ARTCORE Grafikdesign

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**KÄRCHER ROCKET RIDE**  
means massive throttle all  
the way up to the finish...!



**KÄRCHER®**

# ROCKET RIDE

erzbergrodeo XTREME HILLCLIMB

## TOO STEEP FOR YOU?

*The peak is the limit:  
the Erzbergrodeo's spectacular Uphill-Race proves,  
which riders can hold the throttle wide open...*

Photos: Klaus Listl, GEPA Pictures, Claudius Vasilescu, Red Bull Content Pool: Philip Platzer, Yana Stancheva

The thrilling Erzbergrodeo side event has already turned out to be a real crowd favourite when it was first introduced in 2009. Since then, more than 300 riders inscribe each year for the notorious hillclimb race and deliver spectacular action and epic fights for each and every inch of the track.

KÄRCHER ROCKET RIDE is all about conquering a massive, 4-story uphill section in the fastest possible way. Riders line up in groups of six and start the race in true MX-style with a starting machine and transponder timing. Only the 3 fastest riders of each group emerge to the next round.

During qualification each rider has two attempts to reach the Superfinals where only the fastest 48 riders will fight for the prestigious KÄRCHER ROCKET RIDE trophy.

The KÄRCHER ROCKET RIDE offers a good taste of the Erzbergrodeo's upcoming challenges, as the riders have to negotiate with one of the notorious, ultra-steep uphill sections of the RED BULL HARE SCRAMBLE.

The action will be followed by thousands of enthusiastic spectators who cheer on their favourite riders – so you better give it all, because Mum could be watchin'...!

### PAST WINNERS OF KÄRCHER ROCKET RIDE

2016	Florian Salbrechter (AUT), Suzuki	2012	Seppi Fally (AUT), Kawasaki
2015	Ossi Reisinger (AUT), Husqvarna	2011	Ossi Reisinger (AUT), Suzuki
2014	Matthias Walkner (AUT), KTM	2010	Seppi Fally (AUT), Kawasaki
2013	Michael Staufer (AUT), KTM	2009	Gilles Dejong (BEL), KTM



Full throttle to the summit: riders from 40 nations (!) make up for the craziest starting grid of the motorcycle offroad community



WORLD XTREME ENDURO SUPREME  
**erzbergrodeo**

# IRON ROAD PROLOG

1.500 FAHRER GEGEN DEN "IRON GIANT"

## HIGH-SPEED TO THE TOP

*The biggest and craziest crowd in offroad motorcycle racing: 1500 riders against the one, mean mountain!*

Photos: Klaus Listl, GEPA Pictures, Claudius Vasilescu, Red Bull Content Pool: Philip Platzer, Yana Stancheva

The IRON ROAD PROLOGUE offers drama and action in its purest form. Riding skills, speed and the correct choice of your line through the many, many curves decide if you win or lose on your way up the gravel road that is 15 km long and up to 30 meters wide. Almost anything resembling a motorbike is entitled to compete in this race, assumed it is technically OK.

Quads, scooters, sidecars und even street bikes like Harleys and Buells are no rare sights at the starting area of the ERZBERGRODEO's infamous prologue.

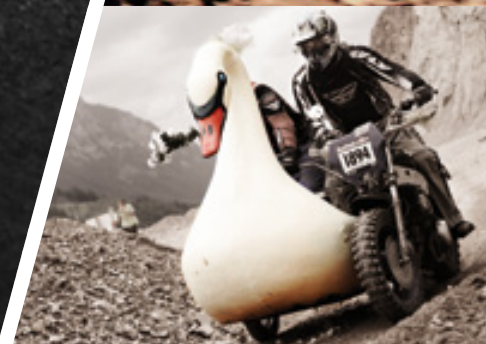
No matter what, this race has its secret heroes: The big twin-cylinder bikes.

On the ultra-fast uphill sections, these behemoths with up to 1,250 ccm displacement reach speeds of 190 km/h, showing breath-taking drifts and leaving the spectators with awe and gooseflesh. Rules are as simple as it can get: Riders start in 20 second intervals, each competitor has two attempts to beat the mountain.

The best 500 riders – fastest run only – qualify for the toughest single day race in the world, the RED BULL HARE SCRAMBLE on Sunday. When the green lights say „go“, full throttle, optimal choice of track in the switchbacks, courage and riding skills take you from the paddock to the summit at 1,466 m sea level.

### PAST WINNERS OF IRON ROAD PROLOG

2016 Ossi Reisinger (AUT), Husqvarna	2008 Antoine Letellier (FRA), Aprilia	2001 Juha Salminen (FIN), KTM
2015 Jonny Walker (UK), KTM	2007 Simo Kirssi (FIN), BMW	2000 Chris Pfeiffer (GER), Gas Gas
2014 Ossi Reisinger (AUT), Husqvarna	2006 Simo Kirssi (FIN), BMW	1999 Heinz Kinigadner (AUT), KTM
2013 Lars Enöckl (AUT), KTM	2005 Simo Kirssi (FIN), BMW	1998 Jürgen Fink (AUT), KTM
2012 Seppi Fally (AUT), Kawasaki	2004 Werner Müller (AUT), KTM	1997 Ronnie Großkopf (AUT), Honda
2011 Ossi Reisinger (AUT), Husqvarna	2003 Kurt Nicoll (UK), KTM	1996 Chris Pfeiffer (GER), Gas Gas
2010 Ossi Reisinger (AUT), Husqvarna	2002 Heinz Kinigadner (AUT), KTM	1995 Karl-Heinz Holz (GER), KTM
2009 Seppi Fally (AUT), Kawasaki		





The world's toughest Xtreme Enduro grants no mercy to men nor machinery



# Red Bull HARE Scramble ERZBERGRODEO

## TOUGHER THAN THE REST

*1 mountain. 500 riders. 25 checkpoints. 4 hours of time. And only a handful of riders reaches the finish!*

Photos: Claudiu Vasilescu, Klaus Listl, Anna Larissa Redinger, Jan Sommer, Niki Peer, Red Bull Content Pool

Welcome to the cruel reality of Erzbergrodeos true highlight – the RED BULL HARE SCRAMBLE, which is regarded the toughest dirtbike race of the world! Only the fastest 500 riders out of the Iron Road Prologue qualify for the technically most demanding offroad competition worldwide.

Alone the starting ceremony is a legend in its very own right. When, at 11:00 a.m., Karl Katoch guides the competitors down to the Erzberg lake, the thrilling atmosphere causes gooseflesh again. At 12:00 o' clock straight, waves of 50 riders are set loose and places in the front rows are much sought-after. Starting positions correspond with the times reached in the Prologue, so the fastest 50 riders of Iron Road Prologue start in the first row of the RED BULL HARE SCRAMBLE.

When Heinz Kinigadner and Karl Katoch rise the checkers, it's 4 hours time for the riders to pass 25 checkpoints upon a gnarly track. At 4:00 pm, the game is over as the flag is swung for the very last time.

All riders still fighting with the track at this time are listed in the official results with their last checkpoint passed in running order. Right after the start it is clear to everyone that there will be only one way to the finish line – straight up and over the mountain!

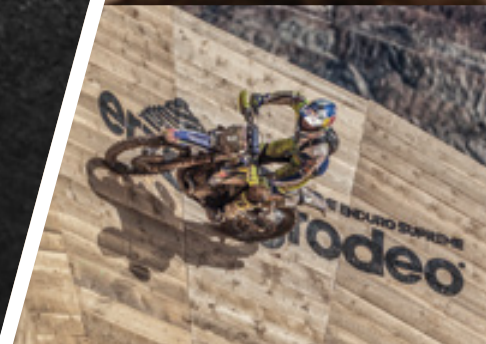
While the top-riders are served with a spicy potpourri of endless uphill, formidable downhill, narrow forest trails and unforgiving rock sections, the vast majority of riders will spend most of their four hours at one of the first uphill. Only the best of the best are able to reach the legendary Red Bull Arch inside the Erzbergrodeo-Arena, making them the elite enduro riders in the whole world.

The trophy for this inhuman drudgery is no prize money. It's a piece of rock, shaped directly out of the Iron Giant's side.

A piece of rock from the mountain the riders have beaten with willpower, determination and quite some battle scars...

### PAST WINNERS OF RED BULL HARE SCRAMBLE

2016 Graham Jarvis (UK), Husqvarna	2010 Taddy Blazusiak (POL), KTM	2002 Cyril Despres (FRA), KTM
2015 Jonny Walker (UK), KTM	2009 Taddy Blazusiak (POL), KTM	2001 Juha Salminen (FIN), KTM
Andreas Lettenbichler (GER), KTM	2008 Taddy Blazusiak (POL), KTM	2000 Chris Pfeiffer (GER), Gas Gas
Graham Jarvis (UK), Husqvarna	2007 Taddy Blazusiak (POL), KTM	1999 Stefano Passeri (ITA), KTM
Alfredo Gomez (ESP), Husqvarna	2006 David Knight (UK), KTM	1998 Giovanni Sala (ITA), KTM
2014 Jonny Walker (UK), KTM	2005 David Knight (UK), KTM	1997 Chris Pfeiffer (GER), Gas Gas
2013 Graham Jarvis (UK), Husqvarna	2004 Chris Pfeiffer (GER), Gas Gas	1996 Chris Pfeiffer (GER), Gas Gas
2012 Jonny Walker (UK), KTM	2003 Cyril Despres (FRA), KTM	1995 Alfie Cox (RSA), KTM
2011 Taddy Blazusiak (POL), KTM		





Mitas  
Designed for You  
**ONE-ON-ONE**  
RIDER PRESENTATION

**TOP-STARs AT  
THE IRON GIANT**

*Witness the elite in offroad motorcycle riding – any closer, and you’ll need a helmet too!*

Multiple Enduro world champions, X-Games medalists, Supercross icons, Trials legends, Dakar winners, FMX idols, ATV masters, even MotoGP factory riders appeared at the ERZBERGRODEO’s starting grid over the past 23 years. As close as it can get, for your eyes and camera lenses only. Our specially prepared Endurocross track will be the playground for these champions to show off their amazing skills in a head-to-head presentation mode exclusively for camera teams, photographers and fans.

With its grandstands, LED-screens and the massive wooden wallride the ACTION ARENA provides the perfect stage for the impressive presentation of the world’s best dirtbike athletes!







erzbergrodeo  
*Sturm auf*  
**EISENERZ**



**TRADITIONALLY  
CRAZY**

*A year-long tradition:  
the gigantic dirtbike-raid  
through the town of Eisenerz!*

One afternoon of the year, the sleepy little town of Eisenerz roars under the sound of more than 3000 motorcycles filling the streets with the most crazy and colourful motor-cycle raid. Immediately after the first heat of the IRON ROAD PROLOGUE race promotor Karl Katoch leads all competitors, spectators, as well as the complete Erzbergrodeo Crew on a peaceful raid downtown to pay tribute to the friendly people of Eisenerz.

Their support of the ERZBERGRODEO makes riders from all over the world feel welcome from the very first minute they arrive at Erzberg – so the riders pay back in their very own style...

Photos: CEPA Pictures, Actiongraphers, Freezing Motions, Red Bull Content Pool, Yana Stancheva



# ENDURO CROSS

**100% ACTION,  
ZERO EMISSIONS**

*The Erzbergrodeo searches for  
future Xtreme Enduro super talents!*

Pure motorcycle offroad action right in the middle of the Erzbergrodeo-Arena! In 2007 the Endurocross side event revealed the rising star of a guy called Taddy Blazusiak - some 10 years later Heinz Kinigadner and Karl Katoch are again on the search for an interstellar talent, who can challenge the world elite of Xtreme Enduro Sports!

On Friday and Saturday, competitors have two chances to qualify themselves for the Finals on board of the electric powered KTM Freeride E-XC motorcycles. The Grand Finals on Saturday evening will see the 48 best amateurs race each other under the severe and critical eyes of the prominent jury. The winner respectively most impressive rider will be awarded with nothing less than a first row starting spot for the RED BULL HARE SCRAMBLE 2017!

**100%  
STROM  
BIKE**





# erzbergrodeo ZIESEL RACE

## MAXIMUM FUN

*Heinz Kinigadner and Karl Katoch switch over to „duel mode” – and serve entertaining electric action inside the Erzbergrodeo Arena!*

Saturday afternoon offers a very special and very entertaining challenge to all Erzbergrodeo visitors! Old buddies Heinz Kinigadner and Karl Katoch both love competition, and they love it even more if they can talk fellow celebrities and pro-riders into risking their bones and reputation in the game! The ERZBERGRODEO ZIESEL RACE features two teams of celebrities, friends and pro-riders, who will race each other head-on-head on electric powered „ZIESEL” offroad vehicles.

The goal is to be faster than the opponent, collect points and beat the other team! Of course, Kinigadner and Katoch will fire up their players and even try to bend the rules a little in favour of their own team. In the end, one of the two iconic team managers will earn the glory and hold the trophy until next year! Spectators can look forward to a massively entertaining side event, full of „drama, adrenaline and laughter”!

**100%  
STROM  
BIKE**



Photos: OEPA-Pictures, Erzbergrodeo



# erzbergrodeo STROMBIKE Challenge

ePerformance MTB Race

## XTREME MTB

*The all new ePerformance MTB event:  
STROMBIKE XTREME  
vs. THE IRON GIANT!*

Forward thinking is one of the main characteristics of Erzbergrodeo, so it's no wonder that race promotor Karl Katoch presents another pioneering emission-free side event at the Erzbergrodeo 2017!

The STROMBIKE CHALLENGE makes electric powered Mountainbikes meet the impressive and gnarly terrain of Erzberg. It's not that the Iron Giant is impossible to conquer on a „conventional” MTB – but in case of the Erzbergrodeo some engine power is mandatory! „The powerful ePerformance Mountainbikes are the technological spearhead and therefore fit perfectly to the fundamental idea behind Erzbergrodeo. Nearly each ambitious dirtbike racer uses a bicycle for training, so the new STROMBIKE CHALLENGE will fit like a glove at Erzberg!”, Katoch is looking forward to the spectacular side event.

**100%  
STROM  
BIKE**



Photos: Actiongraphers, Erzbergrodeo, Habibike





The epicentre of non-stop action at the Iron Giant: the ERZBERGRODEO-ARENA

### ERZBERGRODEO FIGURES & FACTS

- » 45000 visitors on 4 days
- » 1500 competitors from 40 nations
- » 1500 entries on the waiting list
- » 4500 entourage
- » 800 staff members (total)
- » 200 Tourguides
- » 100 emergency staff (Mountain Rescue Service, Red Cross & paramedics)
- » 6 Helicopters
- » 30 camera operators & 2 mobile broadcast units
- » 250 Journalisten from 28 nations
- » Race office & organsiation headquarter
- » Press & Media Centre
- » VIP-Lounge for hundreds of Special Guests
- » Huge festival marquee with culinary services
- » Info-Point for visitors
- » Parking area for 10.000 cars & bikes
- » Shuttle busses for spectators
- » Camping area
- » Tourist Info in the center of Eisenerz
- » 3 paddocks (for riders & tourguides)
- » Family-Paddock (shuts down at 10:00 p.m.)
- » ACTION ARENA: featuring grandstands for up to 1000 visitors, 2 LED-Videoscreens and Offroad Parcours with wallride
- » ERZBERGRODEO-TV: Live broadcast inside the Action Arena, festival marquee and VIP-Lounge
- » Factory Team presentation and signing hours
- » Promotion area for Erzbergrodeo partners
- » Extended merchandising area
- » Helicopter flights and Erzberg-Hauly tours
- » Motorcycle & ATV Adventure-Tours (for up to 300 people/day)
- » LIVE-broadcast at Servus TV and Red Bull TV



# HARD FACTS

## ERZBERGRODEO BACKSTAGE

*ERZBERGRODEO has grown from a plain, yet superb sports event, known to insiders only, to a holistic experience for action seeking people of all tastes and styles – from all over the world. Here's a look at the numbers and facts behind the amazing event.*

Photos: motorradreporter.at, Isabella Hewlett / Erzbergrodeo

For four days the ERZBERGRODEO ARENA is the action-loaded centre of all activities during the Erzbergrodeo.

Inside the ERZBERGRODEO ARENA everything is prepared for visitors, competitors, staff members, journalists and supporting partners: shopping, culinary delights, exhibition stands and merchandise booths.

The factory teams of KTM, Husqvarna and other renowned manufacturers present their bikes and top riders, while many other vendors present their innovative products and services.

The ACTION ARENA is the stage for side events like the ONE-ON-ONE RIDER PRESENTATION, the ZIESEL RACE or the ERZBERGRODEO ENDUROCROSS.

Grandstands for up to 1000 visitors, big LED-screens and a special offroad track featuring an impressive, 5 meter high wooden wallride – the ACTION ARENA offers an extremely direct experience of all actions to each and every motorsports fan.

On Sunday the spectacular Live broadcast of the RED BULL HARE SCRAMBLE is aired on the LED-screens inside the ACTION ARENA, which is the finish line of the world's toughest Xtreme Enduro as well!

The ERZBERGRODEO VIP-LOUNGE offers exclusive services for up to thousand Special Guests, while the PRESS/MEDIA OFFICE hosts hundreds of international journalists and media people while reporting from the unique event.

The Erzbergrodeo RACE OFFICE is an important hot spot for thousands of competitors and their entourage, while the Erzbergrodeo's organisation headquarters plays a major role in coordinating each section of the event and offering maximum safety for all visitors.

On Saturday evening, everything culminates in the infamous ERZBERGRODEO RIDER'S PARTY which is held in the huge festival marquee.

To make this biggest offroad festival of the world happen, hundreds of ambitious staff members are working behind the scenes.

For four days, the complete infrastructure for the „small city at the iron mountain“ has to be established inside this huge quarry – an enormous task, which turns the Erzberg into the epicentre of the motorcycle offroad community each year!

### NATIONS COMPETING AT ERZBERGRODEO

Competitors from 40 nations and all continents take part at the races:

Andorra	Columbia	Greece	Mexico	Serbia	South Korea
Argentina	Croatia	Hungary	Netherlands	Sweden	Turkey
Australia	Czech Republic	Ireland	New Zealand	Switzerland	United States of America
Austria	Denmark	Israel	Norway	Singapore	
Belgium	England	Italy	Poland	Slovakia	
Brazil	Finnland	Japan	Portugal	Slovenia	
Bulgaria	France	Liechtenstein	Romania	Spain	
Canada	Germany	Luxemburg	Russia	South Africa	





The very close cooperation of the Erzbergrodeo with the RED BULL MEDIA HOUSE results in a truly comprehensive national and international TV-coverage. The distribution is successfully handled over the Red Bull Content Pool and lifted the output to fully new dimensions. Since 2012, the US-based TV-network NBC broadcasts Erzbergrodeo footage to over 110 million living rooms.

The German speaking parts of Europe are backed up by Austrian TV-network ORF and of course by Servus TV. The LIVE-broadcast of the Red Bull Hare Scramble 2013 was extremely successful and could only be topped by Red Bull STRATOS - Felix Baumgartner's impressive jump out of the stratosphere earlier this year! In 2015, spectators in front of their TV- and computer-screens were able to witness the unique fight of the Factory Pros against the tough terrain of Erzberg and watched the drama until the very end.

The 23rd edition of Erzbergrodeo will be broadcasted with big technical effort once again. The LIVE online-broadcast at the Red Bull's HARD-ENDURO CHANNEL at RED BULL TV additionally offers hundreds of thousands visitors all around the globe the chance to witness the epic fight of the world's best dirtbike athletes against the Iron Giant.

## PRINT

The Erzbergrodeo's national and international print media output is more than remarkable. There is nearly no European motorcycle magazine which does not issue a report about the world's biggest dirtbike race, and so do well-known magazines in the USA, Australia, Canada, Japan, Asia, the middle east, South America and South Africa. Daily newspapers in Austria, Germany, the UK and other European countries release short reports and results as well. Print media reports about the Erzbergrodeo reach more than 15 million readers on all continents each year.

Journalists and photographers reporting from the Erzbergrodeo are supported on site with all facts and numbers about the event by our own PRESS & MEDIA SERVICE.

This includes the organisation of interviews with top riders, transportation to the most spectacular parts of the racetracks and the possibility to write and publish reports out of the the Erzbergrodeo media office on site. Cooperations with GEPA PICTURES and RED BULL CONTENT POOL also offer free-of-charge picture services from all races to newspapers and magazines.

This extended all-around service is free for all accredited journalists and photographers - and is surely one of the main reasons for the outstanding output of print reports about Erzbergrodeo all over the globe.



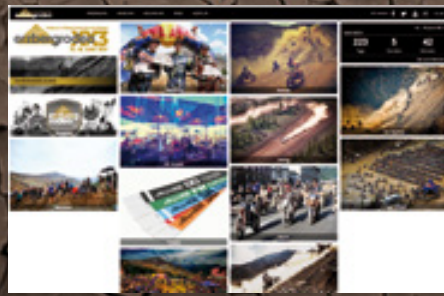
## WEB

erzbergrodeo.at  
erzberg.com

motorradreporter.com

The Erzbergrodeo's web-appearance is hosted by **motorradreporter.com**. The independent Austrian motorcycle online magazine counts multi-thousands of visits per day and provides not only the online-registration but also all major informations about the ERZBERGRODEO.

The event's websites **erzbergrodeo.at** and **erzberg.com** provide even more services and news for all ERZBERGRODEO followers!



## SOCIAL MEDIA



More than 185,000 likes at **Facebook** and over 6000 followers at **Twitter** prove that the ERZBERGRODEO has established itself in the major social media tools as well. The fandom loves to be informed about news and backstage stories about the world's biggest Xtreme Enduro and many of the international offroad superstars are using the Erzbergrodeo sites to stay in contact with their fans.

On **YouTube**, hundreds of entertaining Erzbergrodeo videos (some of them self-produced) spread the „Myth of Erzbergrodeo“ all over the world.



# MEDIA

## WORLDWIDE ECHOE

*The ERZBERGRODEO reaches millions of people all over the world in words & (motion)pictures... This dimension of professional coverage is unique for international Endurosports.*

Photos: motorradreporter.at, Carsten M. Steffen, Arthur Michalek, Michael Alschner, Klaus Listl

The international media interest for the ERZBERGRODEO has increased steadily over the past 23 years, and due to the event's extended press & media services it has reached new heights over the recent years. Nowadays, millions of people in the whole world receive up to date informations about the biggest and toughest Enduro race. An ever increasing number of international competitors attracts media interest not only from Europe, but from overseas as well.

No modern day motorcycle magazine can afford to not cover the ERZBERGRODEO. Lifestyle magazines, daily newspapers,

TV-networks, hundreds of websites – they all bear witness of the importance of the event. Since 2012, the Live-broadcast of the RED BULL HARE SCRAMBLE at Servus TV and Red Bull TV creates even more interest.

For any news visit [erzbergrodeo.at](http://erzbergrodeo.at), the internet homepage of this unique dirtbike festival. In the days and weeks following up to the ERZBERGRODEO, this website is accessed millions of times for results, images and ready-to-print stories.

On facebook and twitter thousands of fans around the globe communicate with the event and it's main protagonists ...

### ERZBERGRODEO MEDIA FACTS

- » Media Value\* (print & online) ca. EUR 3.000.000,-
- » TV-coverage over 250 hours\*\* in 193 nations
- » LIVE-broadcast and additional reports at Servus TV and Red Bull TV
- » 427.500 viewers (net) at Servus TV
- » TV-coverage at NBC (USA) in over 110 million households
- » TV-coverage at ORF1 with 60.000 viewers
- » International print output with more than 600 reports
- » 250 media representants from 28 nations on site
- » Other media cooperations (Ö3 national radio, ORF Sport, etc.)
- » Motomedia web-network with 2.5 million users per year
- » Facebook page with over 150.000 likes
- » Weekly facebook reach of up to 3 million users
- » Twitter page with over 4.000 followers
- » Social Media cooperations (facebook, twitter) with partners KTM, Red Bull, etc.
- » YouTube channel featuring self-produced footage with 11.4 million views
- » Erzbergrodeo anniversary postage stamp (300.000 pcs.)

## PATRONAGE

Connect your company or your brand with the action-loaded characteristics of Erzbergrodeo!

From the race formats to the spectacular side events to the most important sectors of organisation: your logotype communicates ten-thousandfold with an extremely dynamic target group!

> FROM EUR 10.000,-

## LOGO BRANDING

Not only communicates your brand logo with up to 50,000 actionsports fans on site, it will also be transported by our international media coverage in print, online and Live-TV all over the globe!

Permanent branding, banners, beachflags, digital banners, mega banners... everything is possible!

> FROM EUR 3.000,-



## SOCIAL MEDIA

With an editorial reach of more than 3 millions on Facebook alone, the Erzbergrodeo draws massive worldwide attention.

By integrating your brand into the Erzbergrodeo's Social Media Marketing you can achieve a maximum output for your marketing messages.

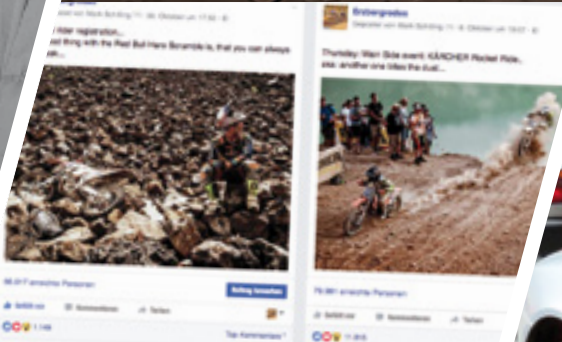
> FROM EUR 3.000,-

## PROMOTIONS

Approach the Erzbergrodeo's thousands of competitors and visitors directly on site by realising effectful promotional activities during the event, creating a maximum of attention!

Product sampling, sweepstakes or branding of one of the spectator points will get you close and direct contact!

> FROM EUR 3.000,-



## EVENT ACTION

The Erzbergrodeo's worldwide unique festival characteristics offer lots of possibilities to promote your brand with action-loaded and entertaining events!

Bag-Jump, Flying Fox, Rallye-Taxi or Wheelie-Trainer... connect your marketing message with adrenaline and action to reach tens of thousands of actionsports fans!

> FROM EUR 10.000,-

## VENDORS

As a vendor/exhibitor at the ERZBERGRODEO ARENA you will present your products right inside the pulsing event's centre.

Competitors, entourage, VIPs, media people, crew members and visitors: up to 50,000 potential customers will get to know your products!

> FROM EUR 1.500,-





# SPONSORING ERZBERGRODEO

— IT'S WELL WORTH IT —

*The Erzbergrodeo has established itself as one of the toughest adventures with a big and broad customer target group. Right in the middle of the action or sitting conveniently at home in front of a TV set – the Myth of Erzbergrodeo fascinates actionsports enthusiasts all over the globe.*

*Sponsoring the ERZBERGRODEO makes you target an extremely active and interested group of customers in the important target markets of Europe, North & South America and Asia. The unique dynamics of the event works worldwide as a proven catalyst for the success of your company and increased sales of your products.*

Photos: Michael Alschner, motorradreporter.com, Red Bull Content Pool, Isabella Hewlett / Erzbergrodeo

Please find the complete range of sponsoring packages in our  
**ERZBERGRODEO PARTNER & SPONSORING Brochures 2017.**



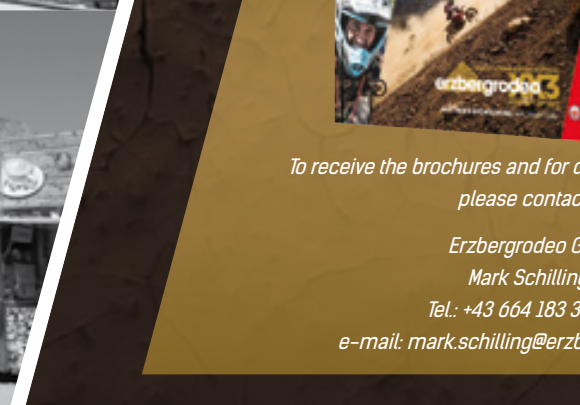
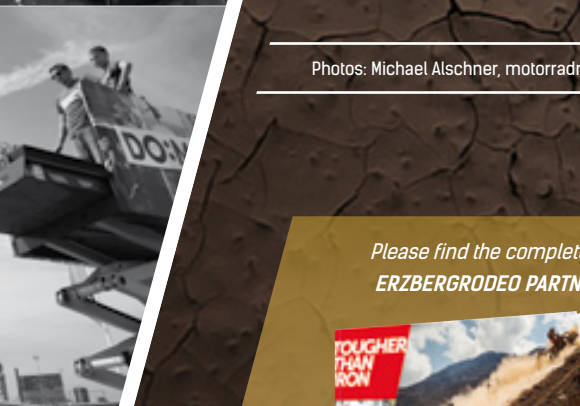
To receive the brochures and for detailed booking information  
please contact us at:

Erzbergrodeo GmbH

Mark Schilling

Tel.: +43 664 183 3333

e-mail: [mark.schilling@erzbergrodeo.at](mailto:mark.schilling@erzbergrodeo.at)



# ERZBERGRODEO **VIP-SERVICES**

The included services of each ERZBERGRODEO VIP-package are carefully selected to offer the highest possible level of entertainment, comfort, action and exclusivity for each category.

## VIP-PARKING

The Special Guest parking ticket entitles you to park your vehicle at an appropriate parking lot.

PLATIN  
GOLD  
SILVER

## VIP-LOUNGE

The VIP-Lounge not only features an exclusive catering service, it is also very popular with top riders, team managers, organisers and sponsors – a perfect place for enjoying hot and cold delicacies and refreshing drinks!

PLATIN  
GOLD  
SILVER  
LOUNGE  
ADVENTURE

## VIP-SHUTTLE

With our Shuttle Busses you can watch all the racing and side-events at close range. Get on the bus in front of the VIP-Lounge, get off in the middle of the action.

PLATIN  
GOLD  
SILVER



## HAULY-RIDE

Experience the Erzberg's impressive dimensions inside the „world's biggest taxi": the Erzberg-Hauty, a customised 860 HP dump truck! The tour leads along the Iron Road Prologue racetrack and offers you a fantastic view from "first floor".

PLATIN  
GOLD  
SILVER

## HELICOPTER-RIDE

This could be the truly unique highlight of your Special Guest visit! The 10-minute helicopter flight offers you an incomparable overview about the Erzbergrodeo. Watch the riders going flatout on their hunt for the stage win from a bird's-eye view and discover the true dimensions of the gigantic Iron Giant.

PLATIN  
GOLD

## RED BULL HARE SCRAMBLE RACE-TOUR

You'll witness the toughest challenge in Xtreme Enduro sports live and conveniently! Our VIP-Shuttle-Busses get you straight from the VIP-Lounge to the most spectacular checkpoints of the RED BULL HARE SCRAMBLE's racetrack.

PLATIN  
GOLD  
SILVER



## IRON EXPLORER-TOUR

Discover the adventurous side of the Erzbergrodeo on this very exclusive tour! We'll take you to the most breathtaking parts of the racetrack – on paths no other shuttle is able to go.

PLATIN

## RIDER-TOUR (BIKE/ATV)

Experience the Erzbergrodeo on 2 wheels or on board of an Quad/ATV! After a short instruction to the vehicle you will be assigned to small, exclusive groups, and our highly trained guides will be pleased to give you some extra tips to tackle the offroad terrain. Of course the tours will take you to the most spectacular race sections!

PLATIN



## ADVENTURE-TOUR (BIKE/ATV)

Experience the ERZBERGRODEO as a Special Guest in the saddle of one of our rental-bikes or ATV/Quads! Guided by our highly trained Tourguides you will explore the impressive mining compound and see the most impressive sections of the racetracks of IRON ROAD PROLOGUE and RED BULL HARE SCRAMBLE.

ADVENTURE



# ERZBERGRODEO VIP-SERVICE

## ACTION DELUXE

*It's an exclusive experience at a unique level:  
get as close as possible to the  
breathtaking action of ERZBERGRODEO.*

Photos: Klaus Listl, GEPA Pictures, Erzbergrodeo, Artcore Grafikdesign

No matter if you experience this unique motorcycle offroad adventure from a bird's-eye view, in one of the spectacular Erzberg-Haulies, inside of a full-blown 4WD vehicle or riding a dirtbike yourself – being an exclusive guest is always an unforgettable experience.

To create the perfect and impressive incentive, our VIP special packages and all-new multi-days-packages can be booked in combination to better suit the Special Guest visit at ERZBERGRODEO to the demands of your employees, clients or business partners.

From LOUNGE to PLATIN – the carefully selected ERZBERGRODEO VIP-PACKAGES 2017 offer lots of action, fun and entertainment – and will leave a long lasting impression with (y)our guests.

Each VIP ticket is also a valid entry ticket for all days of the event. This added value offers an additional maximum of action and entertainment at the ERZBERGRODEO to our Special Guests!

## ERZBERGRODEO VIP-PACKAGES 2017

The ERZBERGRODEO VIP-packages offer exclusive services and action-loaded entertainment for each budget. Use it as the perfect present or as a unique company incentive and marketing tool for your client relationship management.

<b>PLATIN</b>	<b>EUR 624,-</b>
<b>GOLD</b>	<b>FROM EUR 330,-</b>
<b>SILVER</b>	<b>FROM EUR 180,-</b>
<b>LOUNGE</b>	<b>EUR 160,-</b>
<b>ADVENTURE</b>	<b>EUR 400,-</b>

**VIP-PACKAGES BOOKING: [www.erzbergrodeo.at](http://www.erzbergrodeo.at)**

Please find the complete range of VIP-packages, incentives and company events in the **ERZBERGRODEO VIP-SERVICE FOLDER 2017**.

To receive the folder and for detailed booking information please contact us at:

Erzbergrodeo VIP-Service  
e-mail: [specialguest@erzbergrodeo.at](mailto:specialguest@erzbergrodeo.at)



WORLD XTREME ENDURO SUPREME  
**erzbergrodeo**

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