



**PATAGONIA**  
**TRAIL**  
EVOLUTION



We are a group of passionate Mountain Bikers with the dream of developing the trail network in Northern Patagonia. The project has four areas needed for its implementation. The region's geographical **potential** (Northern Patagonia), the **knowledge** gathered over almost a decade of **experience** working and managing the best bike park in the world, the **skilled** execution developed over the years building trails, pump tracks, events and the **financing** to afford the operational costs.





## ***Mission:***

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Develop Mountain Biking in Northern Patagonia through the construction and improvement of bike trails of different skill levels focused on beginner and intermediate riders.

### ***Vision:***

Through the development of high quality and sustainable trails transform the region into a mountain biking hub at a national and South American level but also an international reference for the southern hemisphere.



# PATAGONIA NORTE



# Where?

## Location: Northern Patagonia

Bariloche, Villa la Angostura and San Martin de Los Andes.

Bariloche, Villa la Angostura and San Martin de los Andes are towns where tourism is the main activity. Winter sports are one of the main tourist attractions of the area and the region has all the needed infrastructure to be expanded for mountain biking.



# POPULATION AND CONNECTIVITY



Direct flights from some of the main cities in the continent.

(Bs.As, Santiago and San Pablo)

## Close Cities Argentina

- Neuquen, Cipolletti, Grl Roca
- Distance  $\approx$  400Km
- Population 700k

## Close Cities Chile

- Osorno, Pto Montt, Valdivia
- Distance  $\approx$  300Km
- Population 500k

## San Carlos de Bariloche:

- **Population 160K**
- Second largest tourist destination of Argentina after Buenos Aires.
- More than 1.000.000 annual visitation.
- National Capital of Adventure Tourism.
- Biggest ski resort in South America.

## Villa La Angostura and San Martín de los Andes:

- **Population 40K**
- Part of 7 lakes road (very popular road in a pristine and gorgeous environment)
- Ski Resorts. (Cerro Bayo, Chapelco, Lago Hermoso)

# MOUNTAIN BIKE SCENE IN THE REGION

For decades Mountain Biking has been in the area but with unplanned development of infrastructure, even with this disorganized progress the area became a strong name in the national scene based on its immense geographical potential and strong local community of riders.



## CURRENT NETWORK

**126 TRAILS 426KM**

BARILOCHE

**15 TRAILS 52KM**

VILLA LA ANGOSTURA

**186 TRAILS 382KM**

SAN MARTIN DE LOS ANDES



## NUMBER OF RIDERS

**15K**

ARGENTINA

**30K**

CHILE

## BRAND WITH BIGGEST PRESENCE



SHIMANO **MAXXIS**<sup>®</sup>





WHO ARE WE?







# MARCOS GROENENBERG

FOUNDER / DIRECTOR

## Role in the Project:

Responsible for new trail design, construction, consulting and employee training. Based on the most innovative work techniques, following the latest trends in trail design with special focus on sustainability, safety and inclusivity. Backed by the knowledge and experience gathered in almost a decade working at the greatest bike park in the world.

## Experience: Trail Crew Manager at Whistler Bike Park

- ▶ Responsible for the design, maintenance and operations of Whistler Bike Park, the most successful bike park in the world.
- ▶ One of a kind experience managing large groups of employees and resources administration dedicated to trail building.
- ▶ Sustainability based design focused on low ecological impact and reduced maintenance trails.
- ▶ Safety oriented design, creating positive experiences and skill development through a smooth and continuous progression

# RIDE SRL

EXECUTION



## Project role:

Ride SRL is an internationally renowned local company with over a decade of experience in the industry that has the skill and experience required to achieve our goal, providing business support, work crew and the tools needed for our success.

**Projects:** Passionate about mountain biking we work in the development of the sport from every angle, events, infrastructure and growth plans for different areas.

**Products:** Sports events production, audiovisual productions, trail building, consulting for companies as well as governments.

[www.ridesrl.com.ar](http://www.ridesrl.com.ar)

**Velolutions:** Representative for Argentina, our team has built pump tracks worldwide in destinations like Abu Dhabi, China, Portugal, Chile, among others.

## Events:





# PROYECTS

We are committed to work with companies, governments and communities to improve and develop the trail network in Patagonia Norte. These are some of the projects we are currently working with but they are not the only ones. We believe the development of the sport can only be achieved when companies, governments and communities work together towards the same goal, our role is to lead the way based on our knowledge and experience.

## CERRO OTTO:



Less than 1 Km from Bariloche City Centre, in a unique natural environment with famous views, with a rich history in mountain biking. In this privileged environment we seek to develop intermediate and beginner trails to grow the sport in town.

### Existing Footprint:

- + Trail network for advanced and expert riders.
- + Pedal / Shuttle access.
- + Distance to BRC airport 14km

## KIEFERLAND:



Only 10 Km from Bariloche but in a completely different environment with drier weather that allows it to be open for 10 months a year seeks to continue developing its trail network dedicated to skill development, Skills specific areas, beginner and intermediate trails.

### Existing Footprint:

- + Trail Network intermediates.
- + Dual slalom.
- + Blue Jump Line.
- + Pedal / Shuttle Access.
- + Distance to BRC airport 16 km

## CERRO BAYO:



This Bike Park is located in a ski resort with more than 4 decades of operations at 8 Km from Villa la Angostura, it has a trail network for advanced and expert riders and is venue for the biggest mountain biking events in the region. In a unique natural environment with lakefront views, they are interested in developing new beginner and intermediate trails to encourage the sport growth.

### Existing Footprint:

- + Trail Network for advanced and expert riders.
- + Lift Access. + Restaurants. + Rentals shops.
- + Distance to BRC airport 85km

## LAGO HERMOSO:



In a one of a kind natural environment, 37 Km from San Martin de los Andes and in “7 lakes road” we can find this young ski resort with a brand new 4 perso chairlift and a masterplan to develop a Bike Park that includes skill zones, cross country area and trails for beginners, intermediates and advanced riders, with hope of becoming a big name in the industry with the pass of the years.

### Existing Footprint:

- + 4 Person Chairlift.
- + Base Lodge. + Rental shops.
- + Distance to BRC airport 155km



# PARTNERSHIP BENEFITS

# **PARTNERSHIP BENEFITS**

## **MARKETING:**

- ✓ Official sponsor of Patagonia Trail Evolution.
- ✓ Integration and product placing in Patagonia Trail Evolution marketing initiatives.
- ✓ Right to promote and advertise association with Patagonia Trail Evolution.
- ✓ Right to use Patagonia Trail Evolution mark and logo including facilities and promotions.
- ✓ Right to use Patagonia Trail Evolution imagery in joint sponsor promotions and point of sale retail displays.

## **EXPOSURE AND ADVERTISING**

- ✓ Key and strategic exposure in an emerging market with high potential.
- ✓ Sponsor logo placement in projects, signage, trail maps, crew uniform, website.
- ✓ Presence in events and activities developed by Patagonia Trail Evolution.
- ✓ Special branding for trails or features.
- ✓ Sponsor logo presence in our social networks and website.

## **INVESTMENT OPTIONS:**

We are searching for partners willing to provide **Funding** for development and / or improvement of **Mountain Bike** trails in Northern Patagonia.

Also Partners who can provide **Bike** components, **Tools, Products** or a combination of the above





**HOW OFTEN ARE YOU FACED WITH THE OPPORTUNITY  
OF HAVING SUCH A SIGNIFICANT IMPACT  
WITH A \*MODEST INVESTMENT?**

\*The general costs of operations  
are smaller in North America



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