



RALLY RIDER · LUZERN, SWITZERLAND

ROAD TO DAKAR 2028

JASMIN RICCIUS

5x

ITALIAN CHAMPION

1x

EUROPEAN CHAMPION WOMEN

2nd

EUROPEAN CHAMPIONSHIP
450CCM, OVERALL, AGAINST THE
MEN

WHAT YOU GET WHEN YOU BACK ME

01 I PODIUM AGAINST THE MEN

European Championship 2025: 1st in the women's class and 2nd in the 450ccm FIM overall classification. Baja555 Romania 3rd, Rally Galicia 4th - all in the open ranking, where women and men are scored together.

02 I WIN, AND I KEEP WINNING

Five Italian championship titles, the 2025 European title, and wins at the Hellas Rally, Baja555 and Rally Galicia. Five seasons of results, not one lucky year.

03 YOU GET THREE YEARS, NOT ONE RACE

2026 in the desert, 2027 the Abu Dhabi qualification, 2028 the Dakar. Attention grows with every step. A partner joining now is part of the whole story instead of buying into the finale.

04 MORE THAN A LOGO ON A FAIRING

I run the Swiss Motorcycle Academy, I speak on stage, I demonstrate riding technique and I guide desert training. Your marketing team gets something to work with - events, content, an experience for your people.

05 A STORY THAT WORKS BEYOND MOTORSPORT

I first sat on a motorbike just before turning 25 and put it in the ground after five metres. I was told what I would never manage. Today I am European Champion. "everything is jessible" is a message a brand can carry far outside the paddock.



ON STAGE, NOT JUST ON THE BIKE.

RESULTS

18 results, 11 of them a win.

2025	European Championship	1ST WOMEN, 2ND 450CCM FIM
2025	Baja555 Romania	1ST WOMEN, 3RD 450CCM FIM
2025	Hellas Rally	1ST WOMEN, 2ND 450CCM FIM
2025	Rally Galacia	1ST WOMEN, 4TH 450CCM FIM
2024	Italian Raid TT Championship	1ST
2024	Italian Motorally Championship	1ST
2023	Italian Raid TT Championship	1ST
2023	Italian Motorally Championship	2ND
2023	Wild Woods Extreme Bronze	2ND
2023	Hellas Rally	5TH OVERALL (AFTER DAY 4)
2022	Italian Motorally & Raid TT Pieve di Teco	1ST
2022	Hellas Rally	2ND
2021	Rallye du Maroc	3RD
2021	Italian Raid TT Championship	1ST
2021	Italian Motorally Championship	1ST
2021	Red Bull Romaniacs Iron	30TH OVERALL
2021	Hellas Rally	1ST (8TH 450CCM)
2019	Swiss Enduro Championship	3RD

Results marked FIM are the overall classification - women and men in one ranking.

ROAD TO DAKAR 2028

2026

A NEW CHAPTER

2026 marks an exciting new chapter in my journey toward the ultimate goal: the Dakar Rally. After years of competing in Italian and European races, I've made the decision to shift my focus almost entirely to what lies ahead in the desert.

Aside from one or two selected European races, I swap the tracks of Europe for the sands of Africa - dedicating myself to intensive training in Morocco, Tunisia, and Abu Dhabi. My mission is clear: to master the dunes, navigate vast desert landscapes with precision, and build the endurance and mental strength required for the world's toughest rally.

2027

THE GOAL IS ON THE HORIZON

I'll enter the second qualification round at the Abu Dhabi Desert Challenge, close the remaining items on my Road to Dakar checklist, and refine any skill that still isn't razor-sharp. I'll also take a deep dive into mechanics and repairs so I can fix the bike with whatever I have on hand — even under rally conditions.

2028

DAKAR RALLY

Dakar always takes place in January. At the moment it is not yet clear where Dakar 2028 will take place, because it usually changes the country every 5 years and there is no official announcement until today.

What we do know is that we will have around 14 days of riding and more than 5000km of special stage with a high percentage of dunes. In addition, there will be up to 450km of connecting roads every day, which will result in an estimated 10 hours or more of riding time per day.

QUALIFICATION

There will be two races of the FIM World Rally-Raid Championship in which I will participate in order to qualify for the Dakar.

RALLYE DU MAROC

OCTOBER 2026

Morocco, the country of the Rally Raid, offers a great variety of terrain. The 1600km special stage will be completed in five days of racing. With difficult navigation and demanding routes, this is the last chance to prove that I'm ready for the big Dakar Rally. I have already finished 3rd in 2021.

ABU DHABI DESERT CHALLENGE

MARCH 2027

One of the most prestigious international cross-country rallies in the world. A five-day race with over 2000 km and 100 m high dunes. A race that gives riders a good taste of a typical Dakar week.

WHAT YOU GET

BRANDING

Your logo where the cameras are.

- Logo position on bike, racing gear and helmet
- Visible in every race photo, TV frame and press article
- Named in the team presentation of every event

SPEAKER & EVENTS

Me in front of your people.

- Talk at your corporate event, trade show or customer evening
- Rally bike on site, riding technique demonstrated live
- Available in German and English

EXPERIENCE

For your team - or for anyone who wants to come along.

- Desert and dune training in Tunisia
- Enduro technique and navigation training
- As a company incentive, a private booking or a riding holiday
- Small groups, coached by me personally

TESTING & FEEDBACK

Real-world data on the parts you actually sell.

- Your production parts under rally raid conditions, not on a test bench
- Structured feedback - I coach for a living and can describe what happens
- Wear and durability across a full season, documented
- Your product in front of every rider I train

MEDIA & SOCIAL

Your brand in the story, not just on the bike.

- Two dedicated posts per race weekend
- Named in every race report on my channels
- Coverage in the motorsport press, e.g. moto.it
- Photo and video material for your own channels

WOMEN'S SPORT IS THE FASTEST GROWING PART OF EUROPEAN SPONSORSHIP

This is not a plea, it is a trend your marketing department already tracks. Sport accounts for 24.8 billion euros of the European sponsorship market and grows by around 6 percent a year - but women's sport grows far faster. The number of sponsorship deals in Europe's major women's leagues rose by 53 percent in three seasons, 181 new agreements.

Worldwide, revenue in elite women's sport has tripled since 2024 and passes 3 billion US dollars in 2026. Europe accounts for 434 million of that and is, alongside North America, one of the two leading markets.

Rally raid adds something those numbers do not capture: it is one of the few sports where women and men are scored in the same classification - and where a result against the men is a headline in itself.

Sources: European Sponsorship Association (2025), Deloitte Women's Elite Sports Report (2026), SportsPro (2026)

WHAT A DAKAR START IS WORTH

These numbers belong to the Dakar Rally, not to me - but they are the stage I am working towards. A partner who joins now is on the bike when it gets there.

1 bn

TV VIEWERS

190

COUNTRIES

70

TV CHANNELS

1600 h

MEDIA COVERAGE

Broadcast in 190 countries through 70 TV channels. Official broadcasters of the Dakar Rally. Source: dakar.com

LET'S TALK

About the next training dates — or about a partnership.

Jasmin Riccius

info [at] jr312.com

instagram.com/everything.is.jessible · facebook.com/jasminriccius