

# ANNUAL REPORT 2023

“SUSTAINABILITY AND PERFORMANCE”  
OUR GOAL IS TO DEVELOP YOUNG TALENTS WITH  
FOCUSING ON THE ATHLETES' HEALTH





## YEAR NO.1 OF TREK FUTURE RACING

If you had told me a year ago where we would be as a team today, I would have thought you were a fantasist. In a very short time, we have managed to find partners who believe in us, in our work and in our athletes. "You just have to believe in it and do your best and we will succeed" - that is our principle - on and off the track.

Our courage was rewarded, and today we are one of the most successful U23 teams in Olympic cross-country mountainbiking. But it's not just sporting success that motivates us, it's showing that sustainable development is possible in competitive sport.

I am very proud of our team both on and off the track. We now have a structure in place that allows us to find and develop young talents in the best possible way, always with a focus on the athletes' health.

A particular focus this year has been on building the Trek Talent Community and we currently have over 600 athletes from 63 countries using our services. This is the foundation for long term development project. A big thank you to our partners, especially Trek Bicycles, for giving us the opportunity to turn our vision into reality.



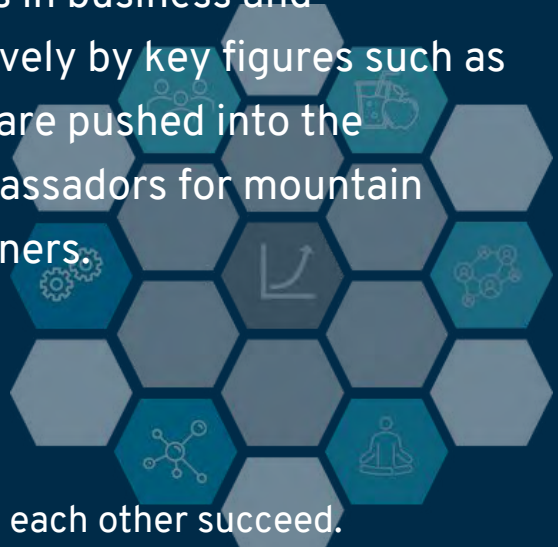
# ANNUAL REPORT

**TREK**  
**FUTURE**  
*Racing*

The following pages provide an insight into our team. But there is much more to report and we would like to invite you to take a look behind the scenes.

# CHANGE A RUNNING SYSTEM

We believe that sustainability and excellence are not mutually exclusive. However, as long as success in business and competitive sport is measured exclusively by key figures such as profitability and medals, other values are pushed into the background. We see ourselves as ambassadors for mountain biking and representatives of our partners.



## TEAM DEVELOPMENT

Knowing the other - respecting and helping each other succeed.

## LIFO® STRENGTH MANAGEMENT

Know your strengths - avoid exaggeration - Use the strengths of others

## RESILIENCE | MENTAL STRENGTH

Specific resilience development - dev. resilience even in challenging times.

## NUTRITION & SUBSTITUTION

Individualized nutrition plans for strong immune system & optimal performance.

## HUMAN DEVELOPMENT

Personality development to become a brand ambassador and leader.

## NEURO-SCIENCE & REGENERATION

Increased regeneration: reduce physical problems and improved performance.

# RACE RESULTS

Most successful U23 Team 2023 UCI - Overall



**WINS**  
9



**PODIUM**  
33





# TOP RESULTS

## WORLD CUP OVERALL U23

Bjorn Riley 6th

Emilly Johnston 8th

Mario Bair 12th

## Top Results World Cup U23

Bjorn Riley 3rd + 10 x Top10

Emilly Johnston 3rd + 7 x Top10

Tobias Lillelund 4th + 3 x Top10

Mario Bair 5th + 2 x Top10

Tamara Wiedmann 10th

## World Championship U23

Emilly Johnston 4th

Tobias Lillelund 8th

## European Championship U23

Tobias Lillelund 4th

Tamara Wiedmann 7th

## National Champions U23

Mario Bair, Austria

Emilly Johnston, Canada

# TALENT COMMUNITY

Sustainable talent development and a strong focus on athlete health are fundamental components of Trek Future Racing's concept. In the coming years, this commitment will be expanded through a unique global talent scouting programme.



# SERVICES FOR THE COMMUNITY

## Education Monday (Webinars)

Training | Nutrition | Mental Strength | Media-Work | Health | Resilience ...

## Online-Training

Neuro-Athletic | Fascia | Stretching | Yoga  
Online-Training-Rides on Zwift

## Training-Camps

Girls Camp | Talent-Camps | Tech-Camps...

## Contact to the coaches

Annual Report | Training Camps | Performance Days



## TREK TALENT COMMUNITY



**SEPTEMBER 11 - 7PM**

### 3. Education Monday

- Race Nutrition
- Brain based Training
- Show you the Community GC
- time for chat with our riders and coaches

**DON'T FORGET**

Up to  
150 athletes  
attend our  
webinars



# TREK TALENT COMMUNITY

680 Athletes - 63 Countries - MTB / Road / Gravity

Algeria	1
Andorra	1
Argentina	5
Aruba	1
Australia	5
Belgium	2
Brazil	2
British Indian Ocean Territory	1
Canada	15
Chile	4
Costa Rica	2
Denmark	27
Germany	152
Ecuador	1
Estonia	1
Finland	5
France	13
Greece	2
Guatemala	2
Guernsey	2
India	29
Iran	1
Ireland	6
Israel	10
Italy	19
Kenya	1
Colombia	2
Latvia	1
Liechtenstein	1
Luxembourg	1
Malta	1

Mexico	9
Namibia	2
Nepal	1
New Zealand	14
Netherlands	10
Norway	4
Austria	42
Peru	6
Philippines	2
Poland	3
Portugal	2
Reunion	2
Romania	8
Sweden	6
Switzerland	37
Slovakia	3
Slovenia	7
Spain	44
South Africa	23
South Korea	1
Taiwan	1
Czech Republic	3
Turkey	4
Ukraine	1
Hungary	1
Uruguay	1
USA	117
Venezuela	3
United Kingdom	78
Cyprus	2

# 1. GIRLS CAMP

POWERED BY SRAM / ROCKSHOX



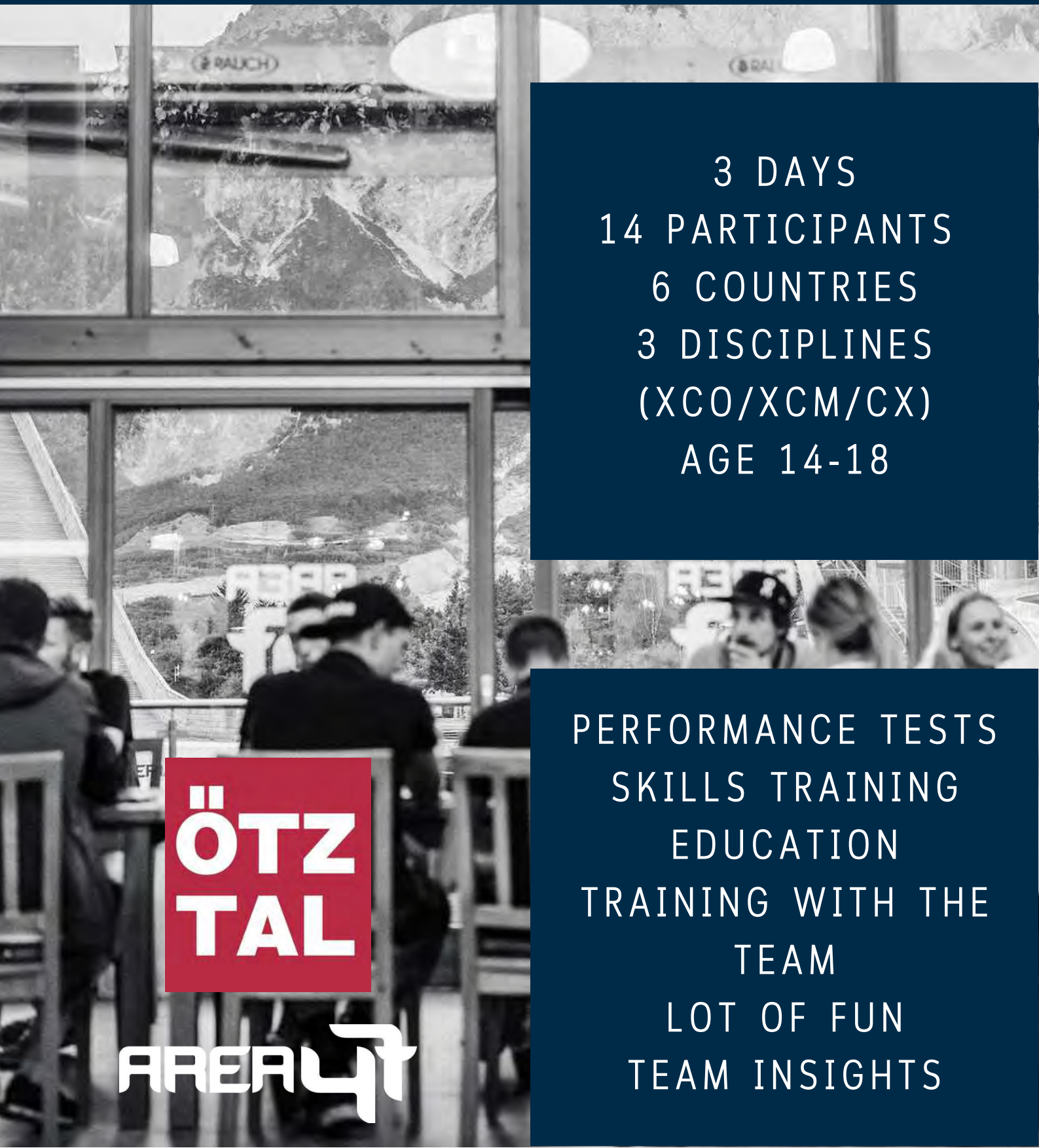
3 DAYS  
12 GIRLS  
D-A-CH  
3 DISCIPLINES  
(XCO/XCM/CX)  
AGE 14-17

SKILLS TRAINING WITH  
TRACY MOSELY  
EDUCATION  
TRAINING WITH  
THE TEAM  
TECH TRAINING SRAM



# 1. TALENT CAMP CENTRAL EUROPE

POWERED BY AREA47 | ÖTZTAL



3 DAYS  
14 PARTICIPANTS  
6 COUNTRIES  
3 DISCIPLINES  
(XCO/XCM/CX)  
AGE 14-18

PERFORMANCE TESTS  
SKILLS TRAINING  
EDUCATION  
TRAINING WITH THE  
TEAM  
LOT OF FUN  
TEAM INSIGHTS

ÖTZ  
TAL

AREA47



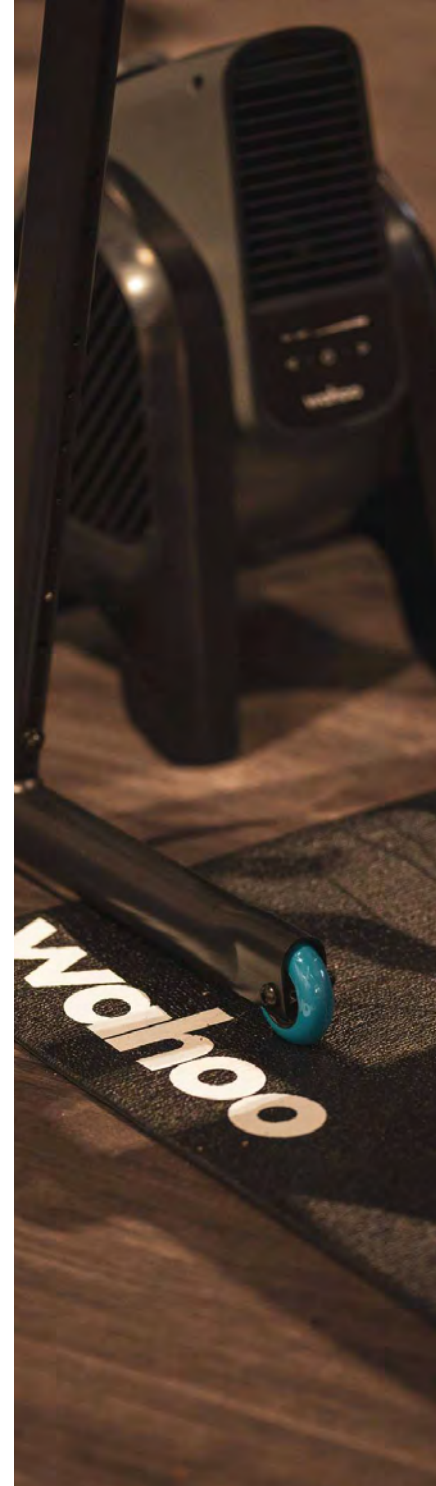
# 1. TALENT SCOUTING

TREK STORE FÜRTH



2 DAYS  
58 PARTICIPANTS  
5 COUNTRIES  
4 DISCIPLINES  
(XCO/XCM/CX/ROAD)  
AGE 14-19

PERFORMANCE TESTS  
INTERVIEW  
EVALUATION  
TRAINING  
RECOMMENDATIONS





# SUSTAINABLE MERCHANDISING

**TREK**  
**FUTURE**  
*Racing*

Our values sustainability  
and support are also  
reflected in our shop:

Last year our team tent  
and now a sports bag,  
sewn by a long-time  
partner of ours, by people  
with support needs.







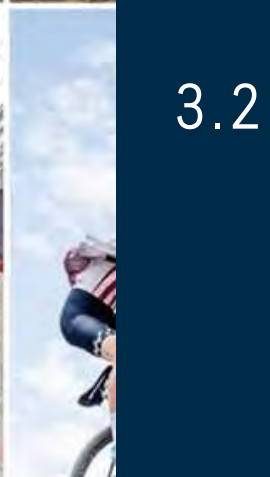
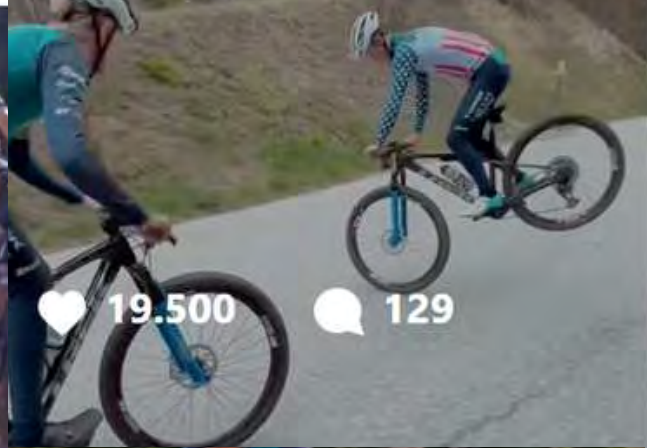
# SOCIAL RESPONSIBILITY

**TREK**  
**FUTURE**  
*Racing*

As a team, we are involved in various social projects such as support for the children's hospice service, skills training for kids or as part of presentations at schools, etc.



# SOCIAL MEDIA



BEST RESULTS 2023  
POSTING | REEL

3.2 MIO IMPRESSIONS  
43.000 LIKES

# POINT OF SALES

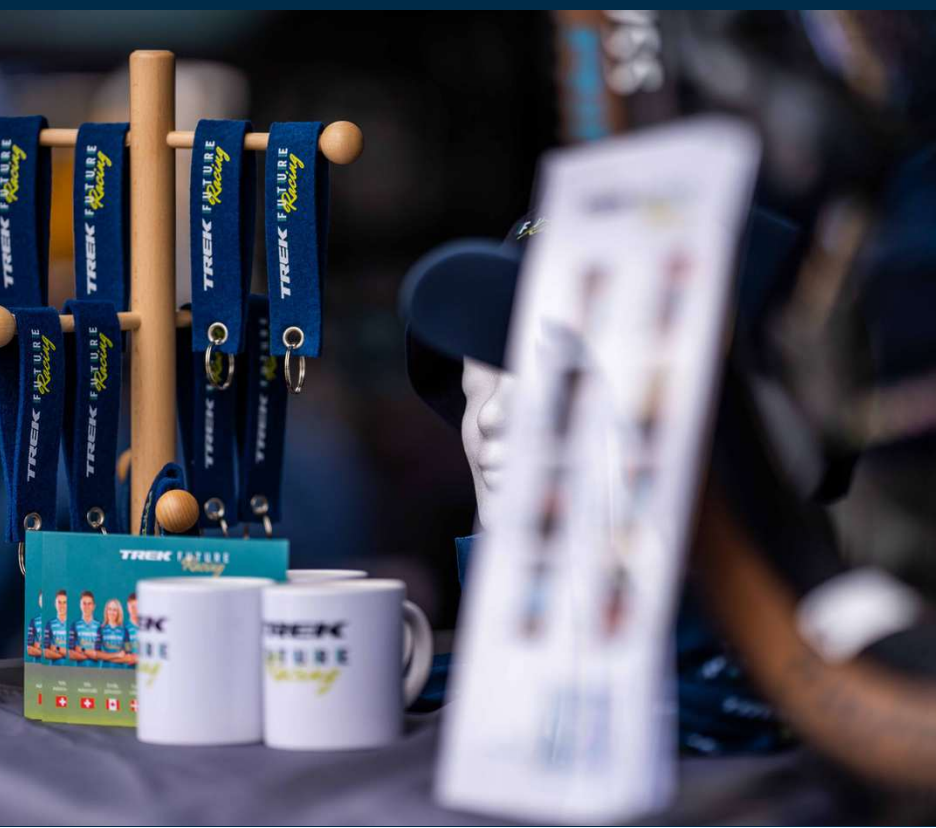
We represent our partners at the following events and activities:

- Trek-Talent-Community
- Merchandising on world cups
- Workshops and keynotes "Sustainability & Performance" reached 10.000 listeners
- Presence at trade shows e.g. Challenge Roth | Protech ...



# WHAT WE OFFER OUR PARTNERS

- Preferred partner of global talent community
- Presence at the races and in the community
- Professional media work & valuable content
- Your logo on expo tents, roll-ups/beach flags, vehicles, team clothing
- Product development & structured product feedback
- Increased reach through ads and sponsored posts
- Prominent coverage in the TFR e-Mag
- Top integration on the TFR website
- Merchandising at world cups
- Sustainable upcycling collection





# THANKS TO OUR PARTNERS

## TREK





## CONTACT

Danke  
😊

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TREK FUTURE RACING

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