

PRO MOUNTAIN BIKER

ADVENTURER

HALL OF FAMES

PIONEER

ENTREPRENEUR

HANS REY



# CONTENT

VITA

LATEST PROJECTS

KEYNOTES

REFERENCES

CHARITY

PARTNERS

CONTACT



# VITA

## Hans Rey

is a living legend in Trials and Mountain Biking. He is multiple National and World Champ and is widely considered to be a pioneer of the Freeride movement.

With his Trials shows, adventure trips and extensive media coverage, Hans has made himself a name beyond the bike scene. He has reinvented himself over his 30 plus year career and has inspired millions of people around the world.



70+  
COUNTRIES  
TRAVELED



# VITA

## Personal data

### Name

Hans Rey aka Hansjörg Rey

### Nickname

"No Way Rey"

### Birthdate / Place

June 4th, 1966 / Kenzingen, Germany

### Nationality

Swiss & American

### Residence

Laguna Beach, CA

### Profession

Pro mountain biker, ambassador, entrepreneur



# VITA

## They call him the Franz Beckenbauer or Reinhold Messner of Mountain Biking.

Hans earned recognition by taking his trials biking skills beyond competition. His extreme biking videos were the first of its kind, many years before Youtube or XGames.

His publicity stunts like his jump over a car on the 405 Freeway or riding down a 14 story building - as well as his adventure trips and expeditions traversing mountains like Kilimanjaro and riding on glaciers and volcanos have made him a forerunner in the sport.

He has appeared in many films and TV shows, Willy Bogner movies, Wetten, dass....?, the 1996 Olympic Closing Ceremonies or the Hollywood TV Show Pacific Blue where he had guest appearances as himself.

Rey has paved the way for the current generation of riders and has inspired millions to ride and to live their dreams.

His professional approach and brand loyalty has made him a valuable asset to his sponsors and are testament to his longevity. He's been involved with tourism and trail design, and introduced the term 'Flow Country Trails', he has served on the Honorary Board of IMBA (International Mountain Bike Association) and has founded his own charity [Wheels 4 Life](#) to provide bicycles to people in need of transportation.

Very few others, if any, have impacted the sport more than Hans.





VITA

## Career highlights

Mountain Bike Hall of Fame inductee  
Trials World Champion 1989, 1990, 1992, 1993  
MTB Worlds Slalom Bronze Medal 1993  
Multiple Trials National Champion  
in Switzerland, Germany and USA  
X-Games Silver Medal 1995 Trials

# LATEST PROJECTS

## Urban Bike Adventure Series

The Urban Bike Adventure series takes Hans to some of the biggest cities in the world and shows not only the diversity and beautiful nature and trails around them, but also the contrast of the urban jungle, traffic, chaos and cultures. A perfect transition to integrate eBikes in Hans' adventures.

### TransNapoli

Napoli, as the Italians call the city of Naples, was Hans' most recent destination for yet another 'urban adventure'. The idea was to traverse this historical city and surrounding area on bikes in 5 days. From the breathtaking Amalfi coast, via Pompeii to the crater of the Vesuvio, into the urban jungle, history, culture, traffic and chaos of the 3000-years old streets of Napoli to the beautiful island of Ischia in the Bay of Naples. There is no better way explore and experience such a place than by bicycle.

Hans was joined by different friends for different stages of this tour and it was a pleasure to meet many of the local riders who showed the best spots, trails and restaurants in their hometown.

### TransAngeles

The idea of this trip was to traverse one of the biggest cities in the world on bikes in 5 days, not only showing the incredible nature and mountains surrounding this city but also its diverse neighbor hoods, suburbs and famous landmarks.

Joined by mountain bike legend Missy Giove, and Rage Against The Machine bassist Timmy C.

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# KEYNOTES

## Champion, trendsetter and influencer. On and off the bike.

Hans Rey has influenced and inspired an entire generation. He often went to the limits and did things that were considered impossible before him - hence he's soon been named „No Way“ by fellow athletes, fans and media.

In his keynotes that are accompanied by breathtaking photos and video clips, Hans speaks about his 32 year long career as a pioneer in extreme biking and his adventures around the globe.

It is safe to say, that no one else in the sports and entertainment industry can show off such a long and global career. Hans tells about the 'Why, How and What', and how after all these years he still manages to be present in the media, be respected in the scene, how he developed new trends; all while giving back through his charity [Wheels 4 Life](#). Lots of insight, entertaining stories and inspiration.



# KEYNOTES

## Facts

### Duration:

'Riding Life' talk approx. 2 hours incl. break  
Customized keynote and industry talks 30 - 100 Min.  
(with cooperate message and comparisons upon request)

### Locations:

USA, UK, Germany, Austria, Switzerland, China (others upon request)

### Bonus:

Meet and Greet, group rides, poster signing sessions, book signings  
and other merchandising articles

### Keynote topics:

Self Management  
Live the American Dream  
How to deal with modern media  
Overcoming fear in life and sports  
Trend setting  
Marketing and media leveraging  
Travels  
Adventure  
Charity  
Inspiration



# REFERENCES

## **Hans has been booked by these companies (extract)**

25 city UK Talk Tour - 2017 and 2019

Onestream Software/ Microsoft Splash Summit Las Vegas - 2017  
(60 Min. keynote/industry speech before Microsoft CFO took stage)

Wilderness Lecture Talk in Bristol UK - 2018

Riding Life Talk in Emmendingen, Germany (presented in German) - 2018

Multiplicity Talk Intl. Ski&Snow Festival Whistler, Canada - 2018

Adidas HQ Germany Industry Talk - 2018

Discovery Days Talk in Laax, Switzerland - 2018

IMBA World Summit Keynote Bentonville, AK - 2016

Scottish Mountain Bike Association Tourism Summit in Peebles - 2015

# CHARITY



## How it works

Wheels 4 Life is a non-profit charity (501c(3)), providing bicycles to people in need of transportation throughout the developing world.

They work with volunteers in the field, local organizations and non profits, schools, community leaders and health care clinics that help identify those people in genuine need of a bike. These people are those that live in both primitive and remote areas, with no access to, nor the means of affording public transportation. The closest school, doctor, or work place might be as far as 10 to 20 miles away.

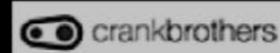
The gift of mobility can make all the difference to a person's life and help them to break out of the vicious cycle of poverty.

Hans and his wife Carmen work on a volunteer basis and have donated over 12,000 bikes in 33 different countries.



# PARTNERS

Hans is supported by these brands



# CONTACT

## Booking

Christian Winands

[christian@cw-sportmanagement.de](mailto:christian@cw-sportmanagement.de)

Cell: +49 171 117 1886

## Hans Rey

<https://www.hansrey.com>

<https://www.Wheels4Life.org>

<https://www.instagram.com/hansnowayrey>

<https://twitter.com/HansNoWayRey>

<https://www.facebook.com/hansrey>

