

THE [MEDIA] PACK '24





THE PACK is a one-of-a-kind platform for the global light electric vehicle industry, dedicated to delivering the latest news and updates on electric motorcycles and mopeds.

I am confident that incorporating THE PACK into your communication strategy will greatly benefit your marketing efforts.

Our network and loyal followers make us stand out above other platforms. We have successfully become a new channel for reaching your target audience, providing efficient communication for electric motorcycle manufacturers and their suppliers.

Hereby you will find our Media Pack 2024, outlining all of our exciting content marketing opportunities.

Guy Salens
Owner THE PACK



THE PACK BRAND AMBASSADOR PROGRAM



THE PACK presents a lot of opportunities for electric motorcycle companies to increase their online presence through content marketing. However, we are not just a digital platform; we can also serve as **your brand ambassador** on the road through our Brand Ambassador Program.

Are you a manufacturer of electric motorbikes or mopeds looking to gauge the market's response to your latest model? Do you want to enhance your brand image or launch a special promotion? Look no further, because THE PACK has just what you need. With our exclusive policy of featuring only one brand per month, you will have full exposure and attention during that time period.

Our **Ambassadorship Program** presents a unique chance for motorbike and moped companies to boost their public presence. To join the program, we kindly request that you supply us with a motorbike model that has been officially approved for the European market, along with its licensed plate number and insurance. For compliance with legal and administrative regulations in the Benelux region, we will also arrange a provisional rental agreement between our two parties.



Price: € 4,950

So what does
THE PACK
have to offer
for this
1 month-long
program?



Full package deal:

- 1 article at THE PACK
 - 1 test review at THE PACK
- Every article/test review is shared at Facebook, Instagram, LinkedIn
- 1 month full screen image at THE PACK's homepage
 - Photography included
 - 1 video
 - 1 info/test ride event in Belgium (near Antwerp). Communication for this event will also be published at THE PACK (+ social media)
 - Visibility on the road and extra social media ("Motorguy" Guy Salens will use your motorbike for private use for 1 month).



Content marketing
possibilities

1. Sponsored press release

Do you want to make sure that your own press release is published on THE PACK? We ensure that your ready-made press release appears on THE PACK and its social media accounts.

- 1 press release at the website (provided by your company)
- 1 Instagram post
- 1 Facebook post
- 1 LinkedIn post

Price: € 200

Vmoto F01: the perfect boost to your ride-sharing/delivery business

© September 23, 2022

B2B, Business talk, Electric motorcycles, Electric utility bikes, Logistics

#B2B, #Super Soco, #Vmoto, #Vmoto Fleet division, Vmoto F01



Source: sponsored press release VMoto Soco | The new F01 model is a smart EV to meet everything you need in B2B operations with featuring **C-Creative design**, low maintenance costs, smart connection, flexible integration, anti-theft, swappable batteries, advanced security system and easy and comfortable riding experience.



2. Branded content article

We can write your story and share it to the world !

We use your images and/or video-links in the article.

In the article, we provide 1 link to your website. Concerning the posts at our social media accounts, we tag your company.

- 1 tailor-made article at the website
- 1 Instagram post
- 1 Facebook post
- 1 LinkedIn post

Price: € 725

Scorpio Electric launches pre-orders of the X1, the first Singapore electric motorcycle

© November 19, 2021

■ Electric motorcycles

📍 Scorpio Electric, Singapore, X1



Branded content | "We are thrilled to be unveiling our first X1, from Singapore to the world. Just like the most powerful star in the Scorpio constellation, the X1 will be a leader in her category. As the first Singapore electric vehicle brand, we continuously push boundaries to perfect design, performance and technology. We are one step closer to sharing our vision with our riders – a future of electric mobility that was previously unperceivable," commented Joshua Goh, Deputy CEO of Scorpio Electric.



3. Test review

We can test your motorcycle or moped in Belgium or in The Netherlands. Tailor-made article and photography is included.

- 1 tailor-made test review at the website
- 1 Instagram post
- 1 Facebook post
- 1 LinkedIn post

Price: € 1100 | Option small video: + € 825



THE PACK tested the new SOLID MX from SOLID EV Rides

June 8, 2023

[Electric mopeds, Test ride](#)
[Solid EV rides, SOLID MX](#)

Whenever we took the SOLID MX moped on the road, the first response was usually something close to, "What in the world is this?" Following our initial review on it...

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Test review electric scooter BLITZ3000X

September 6, 2021

[Commuter, Electric mopeds, Electric utility bikes, Last mile solutions, Logistics, Test ride](#)
[Blitz Motors, BLITZ3000X, Raphael Moszynski](#)

Blitz Motors was founded in 2012 and has a research and development center in Tel Aviv (Israel). Together with a group of engineers, owner and CEO Raphael Moszynski is the...

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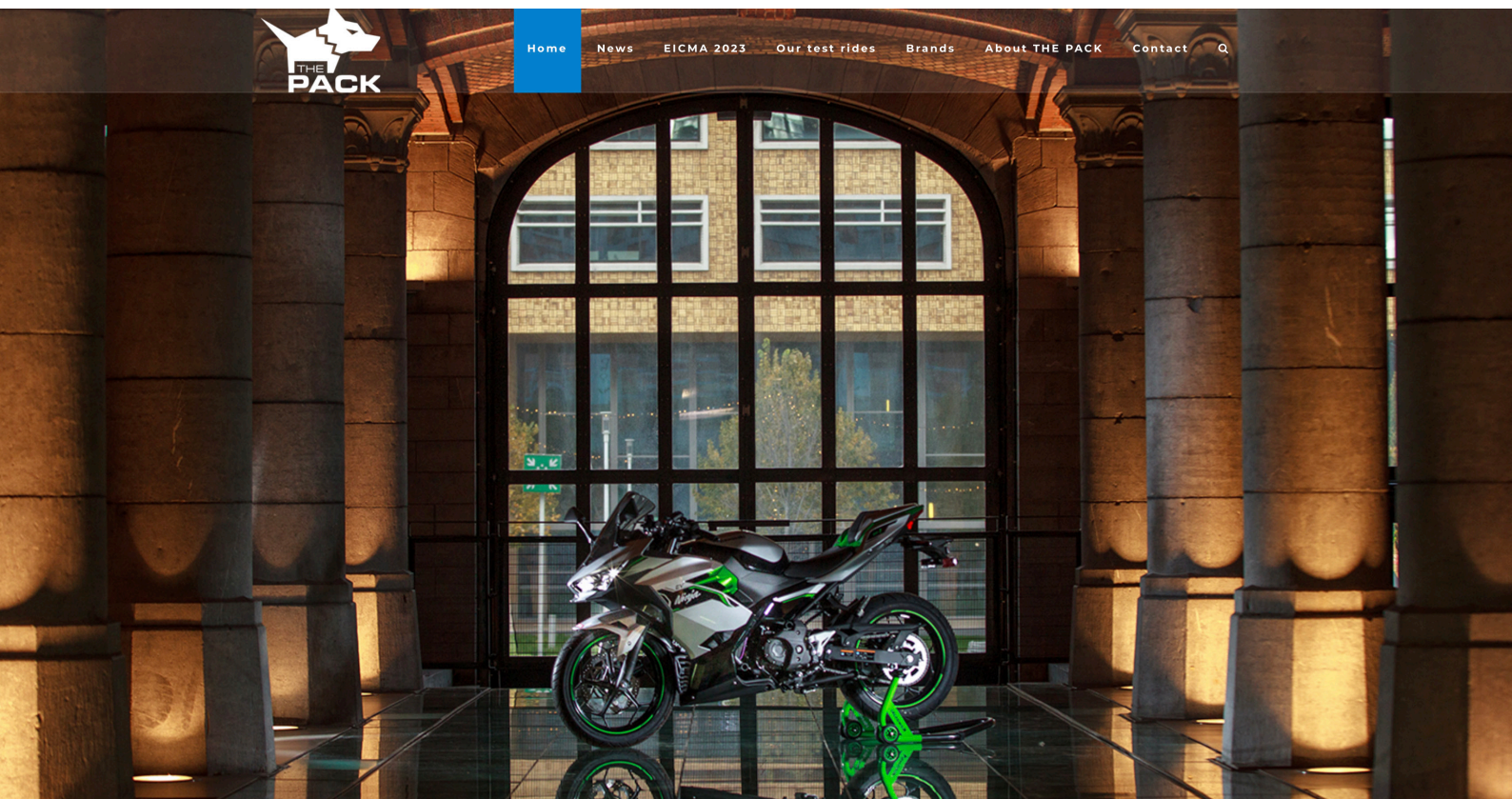
4. Extra option full screen image homepage

Ideal for a temporary campaign.

You can combine this feature with your sponsored content.

1 full screen picture at our homepage with link to the article.

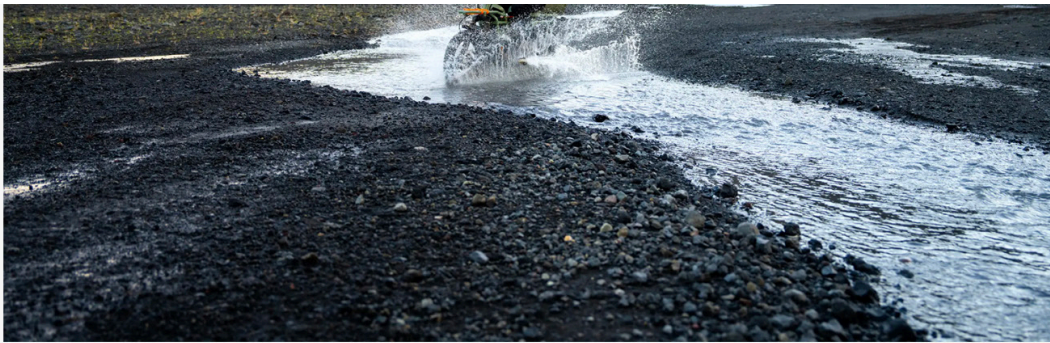
Price: € 300 / week



5. THE PACK Dealer Ad

New! Starting now, you can request a Dealer-Ad in all our existing and new posts. Are you a dealer of the brand mentioned in the article? If so, this tailor-made advertisement will include a link to your website or product page. Our articles are not removed, making it beneficial for your SEO. Only a maximum of 2 dealer-advertisements will be allowed per article.

Price: € 500/Ad



Out of all the functional design elements on my bike, the main storage compartment in the center takes the crown as my favorite. It's where I stash my most frequently used items – like a beanie, keys, camera, and even a coffee during rides. The space is designed to be aerodynamic and secure, so I never worry about anything falling out while on the road. Additionally, the 30L Carry-All case attached to the back provides ample waterproof storage for extra layers or delicate camera equipment – a crucial feature in this country closer to the arctic.



electricmotorbikes.nl

turning passion into zero emission

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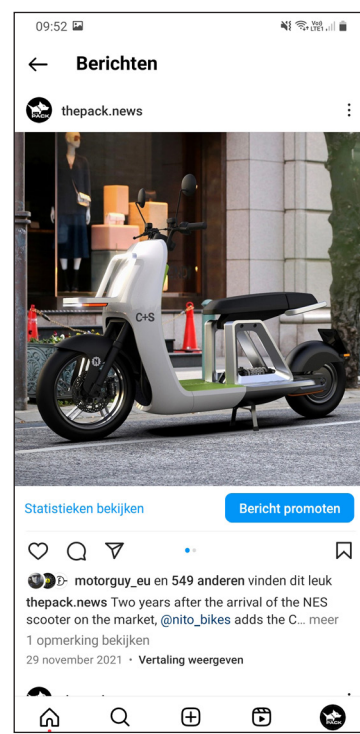
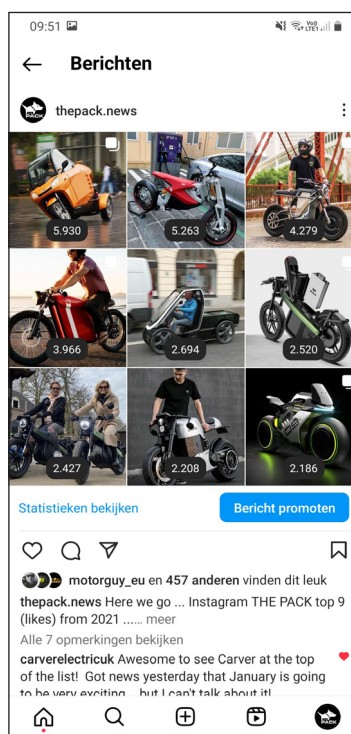
6. Additional social media posts

Our community is still growing. You can order extra picture posts with a link/tag to your social media.

Instagram: 34K followers
1 post: € 100

Facebook: 13K followers
1 post: € 100

LinkedIn Guy Salens: 9.8K followers
LinkedIn THE PACK: 3K followers
1 post: € 100 for both accounts





THE PACK

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