



Women's Programme

A FIRST for the FIM Rally!

A special programme for women thanks to the initiative of the FIM Women in Motorcycling Commission (CFM)

The FIM's CFM with the help of the Belgian Motorcycling Federation (FMB) and the Rally Organiser, set up a number motorcycling activities dedicated to women participants at the 65th FIM Rally in Herentals Belgium.

**Monday 21 June
Motocross initiation**

Women's Program from the FIM CFM off to successful start at FIM Rally

For the first time in the 65 year history of the FIM annual rally, a program of events and presentations relating to women's motorcycling has been added to the schedule.

This special program kicked off on Monday with a Motocross Initiation at a track in Lille. Four women (two Norwegian, one German and one Polish) showed up to give motocross riding a try for the first time. Their excitement was so infectious; three men (two Russian and one Polish) donned the loaner riding gear and hopped on the track too.

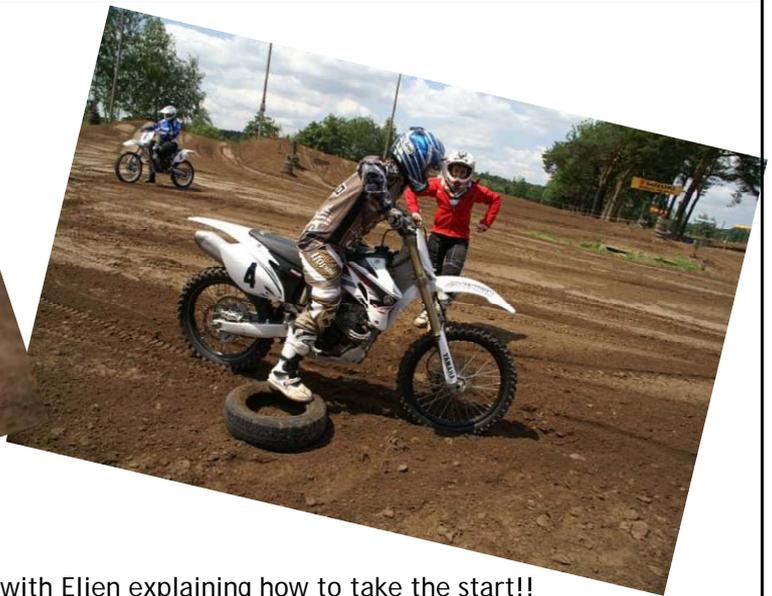
The group was led by top Belgian motocross rider, **Elien de Winter**, who placed 9th in

the FIM Women Motocross World Championship in Teutschental, Germany the day before. Elien discovered her own skills as a trainer as she successfully coached the smiling, enthusiastic group through the motocross starts, turns, and even jumps. The new motocross riders all did extremely well on the specially groomed track, and were excited to have had the opportunity to experiment with motocross track riding.

Other pictures on www.fim-live.com

<http://www.fim-live.com/en/media/news/news-detail/article/1277299588-womens-program-at-fim-rally/>





Our Polish and Norwegian riders - with Elien explaining how to take the start!!

Tuesday 22 June "An Extraordinary Ride"

Women's Program continues at FIM rally in Herentals Belgium

The special program of women's motorcycling presentations by the FIM-CFM continued with Belgian world motorcycling traveler Trui Hanouille presenting a travelogue based on her book; *Meisjes, Moslims en Motoren* (Women, Muslims and Motorcycles) FIM Rally participants were riveted as she showed pictures and described the 7-month, 30,000 km journey she and Gaea Schoeters completed on their own motorcycles.



Trui and Gaea's itinerary took them through Turkey, Iran, Central Asia and Arabia; following the route of Swiss writers Annemarie Schwarzenbach and Ella Maillart who traveled to Afghanistan in 1939 in a Ford automobile. Facing extremes of both heat and cold and entering regions with questionable human rights reputations, Trui and Gaea spent seven months crossing desolate landscapes, playing power games with border guards and enjoying more hospitality than they ever knew possible.



Following this inspiring presentation, Trui answered questions and signed copies of her book for those in the audience who couldn't get enough of her incredible adventure.

Book "*Meisjes, Moslims en Motoren*" can be found on www.amazon.com (Dutch only)

Wednesday 23 June
Fashion Show

CFM Motorcycle Fashion Show Adds Excitement at FIM Rally in Belgium

Dutch apparel company MACNA, and German helmet manufacturer SCHUBERTH teamed up on the runway to show exciting new products for motorcycle touring. Sarah Schilke, SchubertH representative and FIM CFM Marketing Expert emceed the fashion show that featured FIM rally participants as models.



Sarah Schilke welcoming the smiling Spanish models.

The models represented countries all over the world including Spain, Russia, Denmark, Canada, Finland, Norway, Germany, Netherlands, Canada and Saudi Arabia. Although many of them were on-stage for the first time and they were wearing full riding suits and helmets in the hot dining tent, any nervousness quickly gave way to fun as the crowd cheered them on and smiles broke out across the stage.

Fashion show attendees were given catalogs and special pens from Macna.

Danish, Saudi and Russian models proudly wearing Macna and SchubertH gear



A happy crowd!

This is the first time in the rally's 65 year history that a fashion show has been presented. By all accounts from the models and the audience, it was a lot of fun and a great success!

Fashion show described also on:
www.facebook.com/SchubertHelmets?v=photos&ref=ts#!

Thursday 24 June

Riding Skills Test



The local FURY Moto-School was present all afternoon on the swimming pool parking lot of the event to coach participants on tricky riding tests. This rally feature was sponsored by the FIM Commission for Women and Motorcycling in hopes that women would have an extra chance to show off while perfecting their skills at the rally.

The riders had great fun and men participated in the challenge as well.



FIM Women's World Trials Champion Iris Krämer offers Trials demonstration at FIM Rally

Right after the Parade of Nations, Iris Krämer (Germany) fired up her Gas Gas and stunned the crowd with a breathtaking Trials demonstration. The show took place in the Rally's open area on a course built specially for the event by the local Trials Club.



In addition to the Rally participants, a group of young, enthusiastic school children attended the show and came back afterwards to get autographs from the champion rider.



The crowd clapped and cheered as they witnessed the dexterity and control with which Iris manipulates her machine as she bounces around, wheelie-ing up and down obstacles.



This last event closed the FIM CFM Women in Motorcycling Commission programme at the 65th FIM Rally. It was a great learning experience for both the CFM members present and for the Rally's organisers.

Three members of the FIM's Women in Motorcycling Commission were present throughout the Rally and the President of the FIM Commission for Public Affairs (CAP), Mr Achilles DAMEN, paid a remarked visit to the FIM Rally, supporting the Women in Motorcycling Commission's initiative.



Iris Krämer, Achilles Damen, Sarah Schilke

The FIM CFM Dream team!

Iris Krämer - FIM CFM Member (Trial)
Iris.Kraemer@willi-kraemer.de

Sarah Schilke - FIM CFM Expert (Marketing)
sarahmoto@earthlink.net

Brigitte Zufferey - FIM CFM Coordinator
brigitte.zufferey@fim.ch



A big THANK YOU to Elien de Winter, Trui Hanouille, Stijn Rentmeesters, Secretary General of the Belgian Motorcycle Federation and to Walter van Tendeloo, Rally Organiser, who believed in this project and made everything possible to make it a success.