

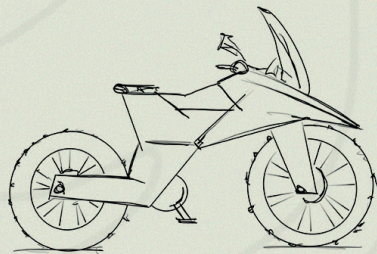
DESERT BIKE

- AN E-BIKE FOR THE DESERT RALLY

fusion
combining the
best of two worlds



2050



various individuals,
which like to push their
athletic limits and break
mental boundaries
adventurer, who want to free
themselves from social norms
and expectations and fulfil the
urge for personal freedom

persona



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STUDENT
THESIS SEMESTER | MDD 2025



adventure desert



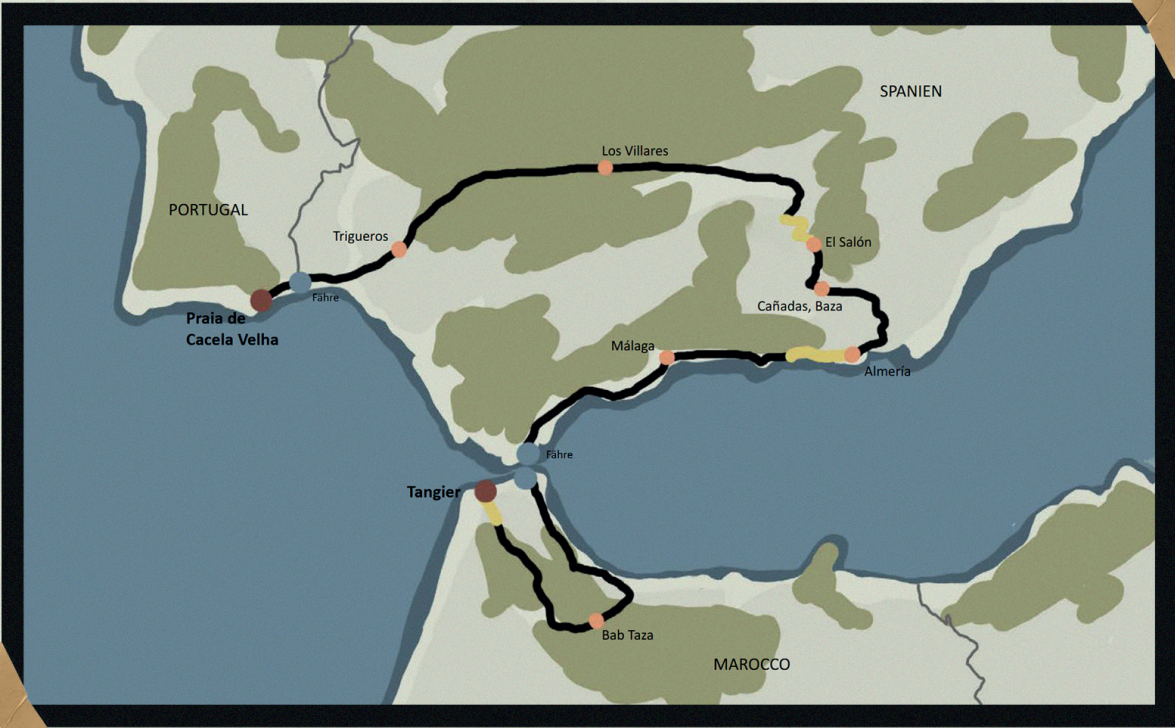
KTM Motohall, Mattighofen



critique Rally Dakar

Inspired by the special exhibition of the “Dakar Rally” in the KTM Motohall, I wanted to create a new world, a new sport event, in which the Desert Bike could showcase its star qualities. In order to plan the concept down to the last detail, I decided on the detailed conception of my own race format: the Desert Rally. Inclusive, safe, technically and tactically sophisticated – these words best describe both the Desert Bike and the Desert Rally!

WHY?



**DESERT
RALLY**