

JOAN LASCORZ DRIVER



PARTNERSHIP
OPPORTUNITIES

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MANAGEMENT

ABOUT JOAN LASCORZ

In 2022, Joan Lascorz became **the first tetraplegic driver to compete and finish the Dakar Rally**, the toughest motorsport event in the world. In his debut at the Dakar, Lascorz put in strong performance and finished in **9th position in the Side-by-side class**.

This result is the culmination of a process that began in 2012, after a terrible crash when he was competing in the World Superbike Championship. After a year of complete rehabilitation, Joan changed from two-wheel to four-wheel sports. A new career that has seen Lascorz become Spanish Cross-country Rally Champion and win the Merzouga Rally, always in the Side-by-side category.

Overall, a remarkable comeback for a motorcycle rider that ten years ago narrowly escaped death, the doctors' words, in his horrific crash at the Imola Circuit.

After witnessing such a remarkable feat, a new question arises: **can a tetraplegic driver WIN the Dakar? If someone can, then it's Joan Lascorz.**



THE DOCUMENTARY **UNA CARRERA (IN)ACCESIBLE**

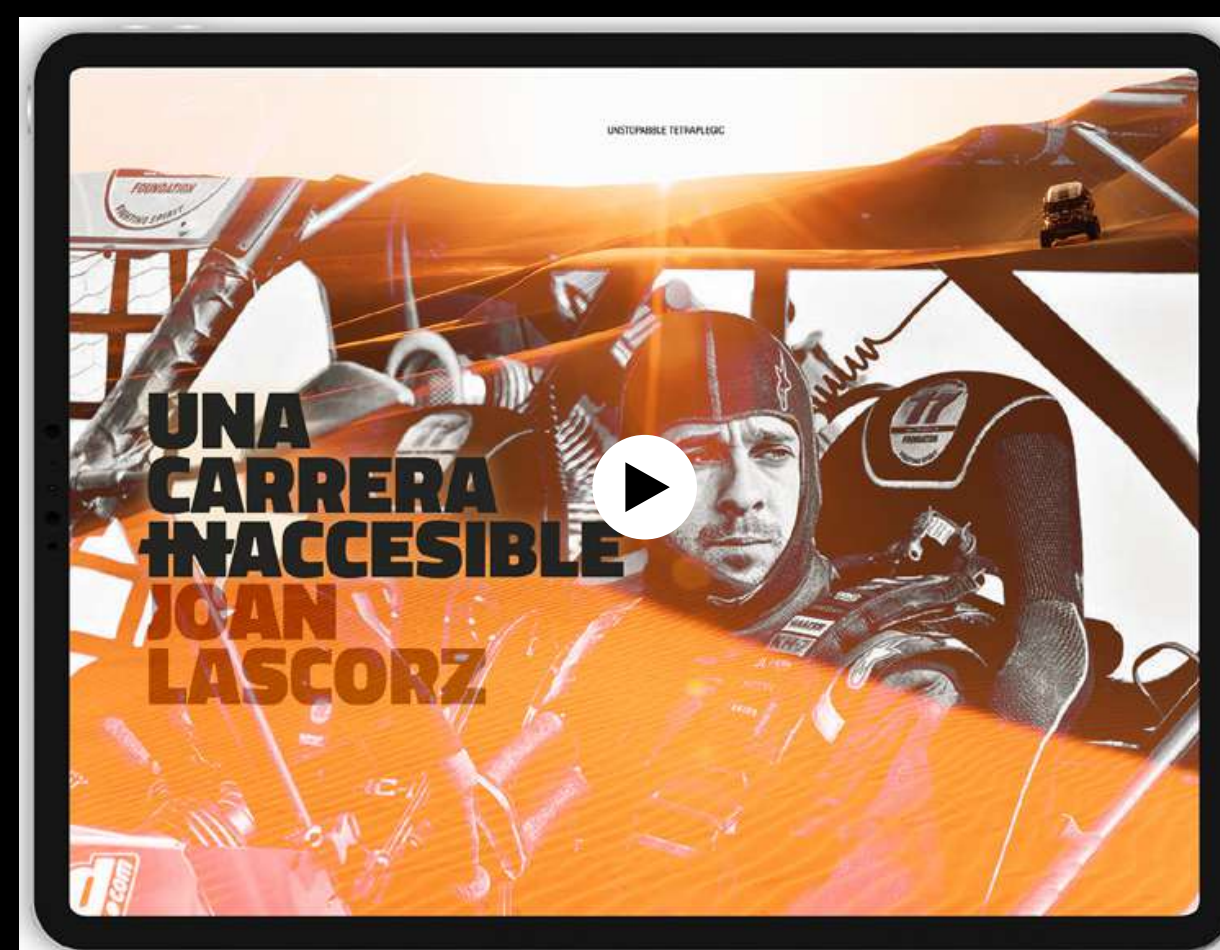
The story of Joan Lascorz narrated by Joan himself, his family, friends, teammates, and circuit rivals **from his beginnings until reaching the Dakar 2022.**

Una carrera inaccesible (An inaccessible race) is an intimate account of his sporting career: the sweet moments, the anecdotes, the accident, the spirit of overcoming, the talent to go fast. An audiovisual piece that reaches beyond motorsport fans:

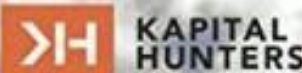
it is a human story.

CREDITS

- Production UYUNI MEDIA & KAPITAL HUNTERS
- Directed by ÁLVARO FAU
- Duration 55 MINUTES
- Platform MOVISTAR+



→ [**LINK DOCUMENTARY TRAILER**](#)

UNA PRODUCCIÓN DE  Y 

UNA CARRERA INACCESIBLE

JOAN LASCORZ



POL ESPARGARÓ

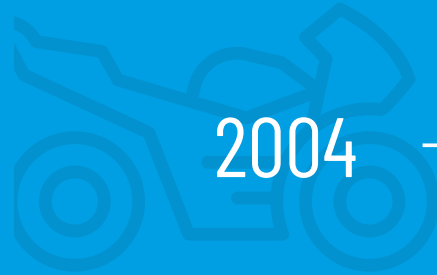
ALBERT LLOVERA

DANI OLIVERAS

DIRECCIÓN Y GUIÓN - ÁLVARO FAU / PRODUCCIÓN - RAMÓN CASANOVA Y ÁLVARO FAU
SONIDO - FABIOLA ORDOYO / MONTAJE - ÁLVARO FAU
CÁMARAS - ANTHONY PEPPER, ARNAU MACIÀ, ÁLVARO FAU
DRON - MARKUS BATZ Y HECTOR BLANCH

HONOURS

JOAN'S CAREER IN NUMBERS



2004

1st Master Honda
Supermotard Cup

2005

5th Spanish Supersport
Championship Team
Glaner Castrol Honda

3rd Catalan Supersport
Championship Team
Glaner Castrol Honda

3rd Catalunya Circuit.
24 Hours
Team Glaner Honda
Motocard.com

2006

5th Spanish Supersport
Championship Team
Glaner Castrol Honda

2007

18th Supersport World
Championship
Team Glaner Honda
Motocard.com

2008

5th Supersport World
Championship
Team Provec Kawasaki
Motocard.com

2009

4th Supersport World
Championship
Team Provec Kawasaki
Motocard.com

2010

3th Supersport World
Championship
Team Provec Kawasaki
Motocard.com

2011

11th Superbike World
Championship
Official Kawasaki
Racing Team rider

2012

He leaves
motorcycling
competition due to
an accident at Imola.



2012

2 Months ICU Vall
d'Hebron

8 Months Guttmann
Institute

2013

14 Months muscle
and psychological
recovery, training.
Return to the
circuits.



2014

16th Baja Aragón
Category 4x4

2015

3rd Spanish Rally
Championship TT
Buggy category

2016

1st Spanish Rally
Championship TT
Buggy category

2017

1st Rally Merzouga -
Dakar Series
Buggy category

2020

1st French Handikart
H4 Championship

2nd Dakar Challenge
Buggy category

2021

5th GSeries Andorra
SSV category
1st place in the last race

2022

9th Rally Dakar
SSV T4 category

2023

2nd GSeries Andorra
SSV category
1st places in the two last
races

RESULTS RALLY DAKAR 2022

FROM 1 TO 14 JANUARY

12 Stages + single rest day (January 8th)

● STAGE 4

Joan enters the top 10

● STAGE 8

Regains his position in the top 10

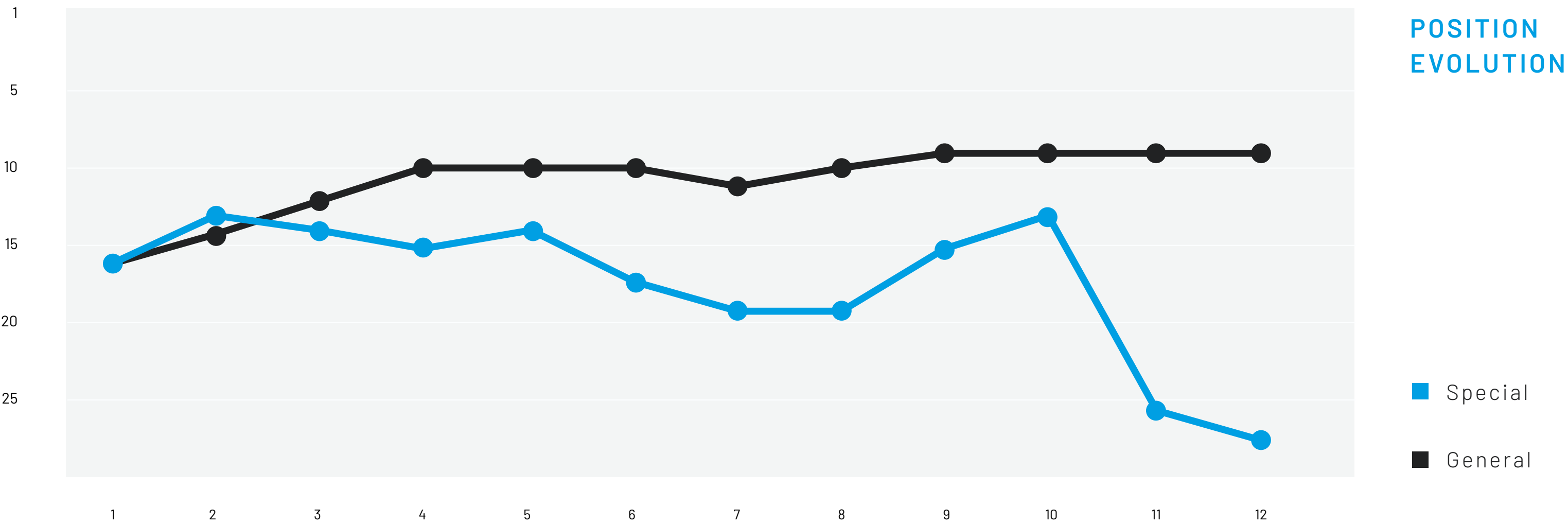
● FINAL

Finishes in the 9th place

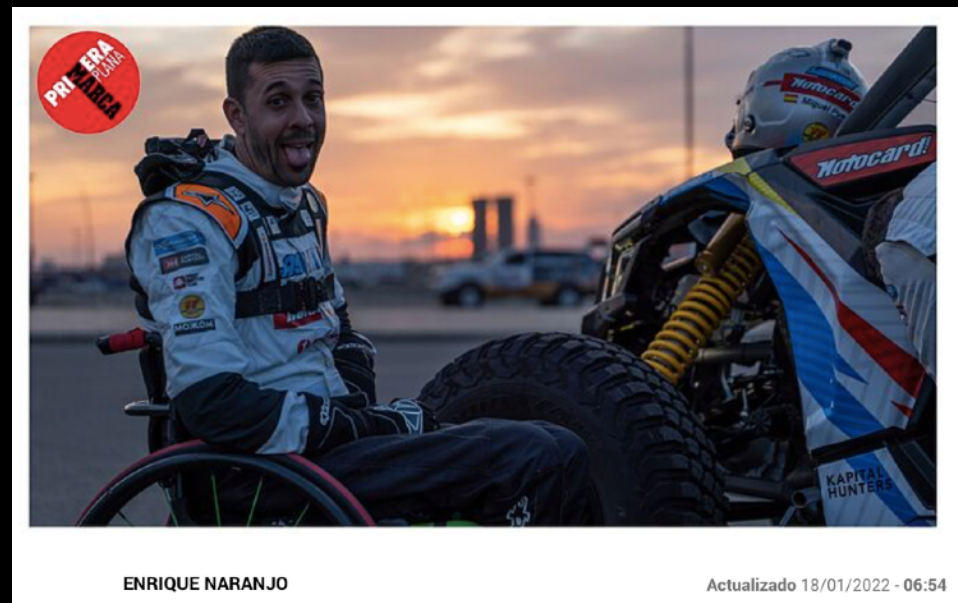
INCIDENTS

Not a single flat tire or broken drive belt

He did not get stuck in dunes or in a single stage



MARCA

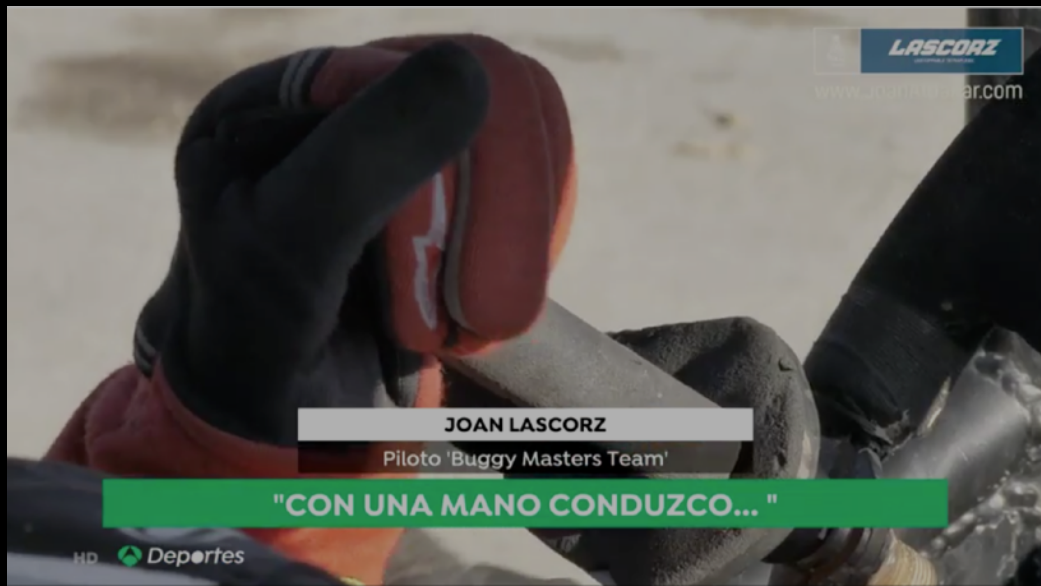


tdp

Rally Dakar 2022 /

Joan Lascorz, el primer piloto tetrapléjico en el Dakar: "Vamos contra corriente, pero vamos"

El piloto barcelonés Joan Lascorz, en silla de ruedas desde el 2012, compite con un buggy en SSV junto a Miguel Puertas. Joan Lascorz, un ejemplo de superación y el primer piloto tetrapléjico en participar en el Rally Dakar.



el Periódico

El pasaporte digital covid se 'olvida' de los ancianos

El tercer sector pide que el pase sea enviado por correo postal

Desde hoy es obligatorio en restauración, gimnasios y geriátricos

PERSONAS | P. 42 Y 43

ANUNCIO DE SANIDAD

España descarta hacer obligatoria la vacunación contra el covid

PERSONAS | P. 44

INVESTIGACIÓN

Un juez inglés decidirá sobre la inmunidad de Juan Carlos I

por Ernesto Echever

PAQUETES | P. 38

PAQUETES | P. 38 Y 9

Nadal al Port | 09.12.21

MOLL DE LA FUSTA | 06.01.22

ENCENDIDO DE LUCES

9 DE DICIEMBRE A LAS 18 H

Nadal a Bon Port

Port Vell

www.portvell.cat

#nadalalport

MUNDO DEPORTIVO

10

10. Joan Lascorz hace historia

Primer tetrapléjico en acabar



WHAT - WHY THIS PARTNERSHIP

- Supporting a Project about overcoming perseverance, talent and constant improvement
- **CSR Project**, It is an interesting project in terms of CSR and social impact. And the visibility that it would bring to brand by supporting not only a motorsport project, also from the point of view of social commitment.
- Supporting a leading project
- **360° Marketing and Communication Strategy**, creating an adapted strategy for this collaboration in terms of marketing and communication
- Joan Lascorz as Ambassador of the brand





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