
	<p style="text-align: center;"><i>Introduction:</i></p> <p>My name is Jeroen van Eck. I'm a professional mountainbiker who's focussing on the <u>E-MTB</u> and Cross Country <u>Eliminator</u> disciplines. Two very interesting formats in terms of (sales) potential, exposure and action.</p> <p>I belong to the best of the world in the fast and explosive Eliminator discipline with winning twice the UCI World Cup Overall and several international titles. I was one of the first riders that committed to the upcoming E-MTB discipline and did win a UCI World Cup E-MTB in 2021.</p> <p>In the coming years I will focus more on the various E-MTB disciplines since this will be the future of cycling. Not only sales wise there are a lot of opportunities but also race wise the discipline has a lot to offer.</p>
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<i>Information:</i>	<i>Sportive results:</i>	<i>Social media:</i>
<p>Disciplines: E-MTB & XCE Birth: 14-05-1993 City: Malden (NED) Study: Bachelor industrial engineering & management email: jeroen@vaneckracing.nl</p>	<p>Eliminator:  UCI 2x World Cup Overall winner (2018/2021)  UCI Silver World Championships (2021)  2x European Champion (2015/2021)  Multiple Dutch Champion (4 times)</p> <p>E-MTB:  UCI World Cup winner Girona 2021  UCI 4th World Cup overall 2021  UCI 7th World Championships 2020  1x Dutch Champion (2019)</p>	<p><u>Instagram</u>: 6.200 followers <u>Youtube</u>: 5.370 subscribers <u>Facebook</u>: 2.370 followers <u>Strava</u>: 1460 followers <u>Website</u>: 75 viewers per week</p>

<p><i>My approach:</i></p> <p>"Determined to go for the best with a professional approach. This by working process-orientated with an eye for detail and the aim for quality."</p> <p>I'm always looking for new chances and opportunities to improve myself, something that brings me to a higher sportive level. I'm a pioneer and not shy of trying new things and disciplines, my creativity and 'out of the box' thinking comes in handy for that.</p>

<p><i>My vision: The E-MTB market will be the focus market for the coming years, and so E-MTB racing will become more and more important.</i></p> <p>The coming years I will commit to the E-MTB disciplines with participating in the racing and adventurous formats. Riding an E-MTB can be technical and physically challenging. You can ride trails/obstacles you were not able to ride before and explore places you couldn't go to with a normal bike.</p> <p>The use of social media and creating content will be a very important tool and focus area to inspire and convince the consumer that riding an E-MTB can be fun, physical and adventurous.</p>

<p><i>Photos:</i></p> 
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