

To: Victor King

From: Jack Powis, Founder – Certified Long Distance Rider (CLDR)

Date: 1st May 2025

Dear Victor,

It is with great pleasure that I appoint you as the official Brand Ambassador for Certified Long Distance Rider (CLDR) for the Middle East, Africa and India. Your passion for motorcycling, combined with your decades of riding experience, makes you the perfect representative of our community's values.

CLDR was born out of my lifelong love for motorcycling and the open road. With over 50 years of riding experience, I've traversed countless miles, faced every kind of weather, and met incredible riders along the way. This journey taught me the importance of endurance, skill, and camaraderie among long-distance riders.

I founded CLDR to recognize and celebrate those who push their limits on two wheels—riders who understand that the journey is just as important as the destination. Our mission is to inspire, educate, and unite riders who share this relentless passion for adventure.

Victor, your dedication to motorcycling over three decades speaks volumes. You embody the spirit of CLDR—a rider who thrives on challenges, respects the road, and inspires others. Whether it's your cross-country tours, your commitment to safe riding, or your ability to motivate fellow enthusiasts, you've proven yourself as a true ambassador of the long-distance riding community.

As a CLDR Ambassador, your role will be to:

- Promote the values of endurance, skill, and adventure.
- Share your experiences to inspire new and seasoned riders.
- Represent CLDR at rides, events, and within the motorcycling community.
- Evaluate and approve certifications for LDR attempts
- Sign and issue certificates to riders who have successfully completed the LDR.

Together, we'll continue to grow a movement that honours the dedication and passion of riders like you.

Welcome aboard, Victor. The road ahead is long, and there's no one better to ride it with.

Ride Far, Ride Safe.

Sincerely,



Jack Powis

Founder, Certified Long Distance Rider (CLDR)