



RAFA GOUVÊA



TRAVEL AND PROJECTS PORTFOLIO

Rafa Gouvêa shares a lot of content about his experiences with long motorcycle trips on his social media. Besides his powerful personal brand, what also stands out is his exceptional communication skills.

SOCIAL:

INSTAGRAM

FACEBOOK

YOUTUBE

TV

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UNDERSTANDING
THE ESSENCE

PRESENTATION

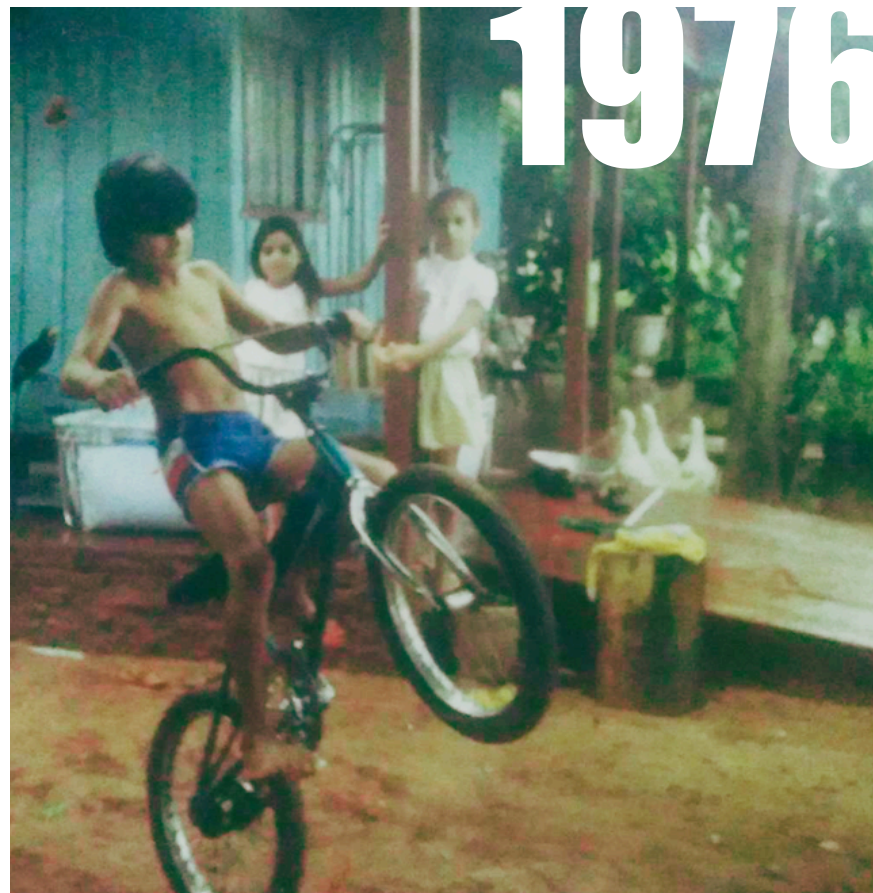
Through some information, it is possible to get to know a man driven by motorcycling. Here we will get to know the profile of Rafa Gouvêa, a motorcyclist who turned his passion into a powerful personal brand. His rustic and diverse journey is now shared with you.

An influencer and entrepreneur in the motorcycling niche, he showcases his ability to engage, influence, motivate, and educate through his experiences and knowledge. As a brand, he is a symbol of a lifestyle centered on freedom and authenticity.

Rafa Gouvêa
Instructor

BIKER'S
CLUBHOUSE

TIMELINE



1976

BORN LONDRINA
BRAZIL
Two-Wheel Roots.

HE WAS A CHARCOAL WORKER
In the family business, he worked until he came of age and then left to pursue his own path, determined to turn his dream of becoming a motorcyclist into reality.



1994



1996

POLICE OFFICER FOR 15 YEARS

He passed the police entrance exam. With uniform, badge and his Honda CB400, he patrolled the streets and started writing his own story.



1998

COMPETITOR IN VARIOUS SPORT
DISCIPLINES
Enduro, rally, motocross, etc.



2003

STARTED LAW
SCHOOL

He completed his entire course commuting on two wheels. He began his career as a lawyer and left the police some time later.

1992

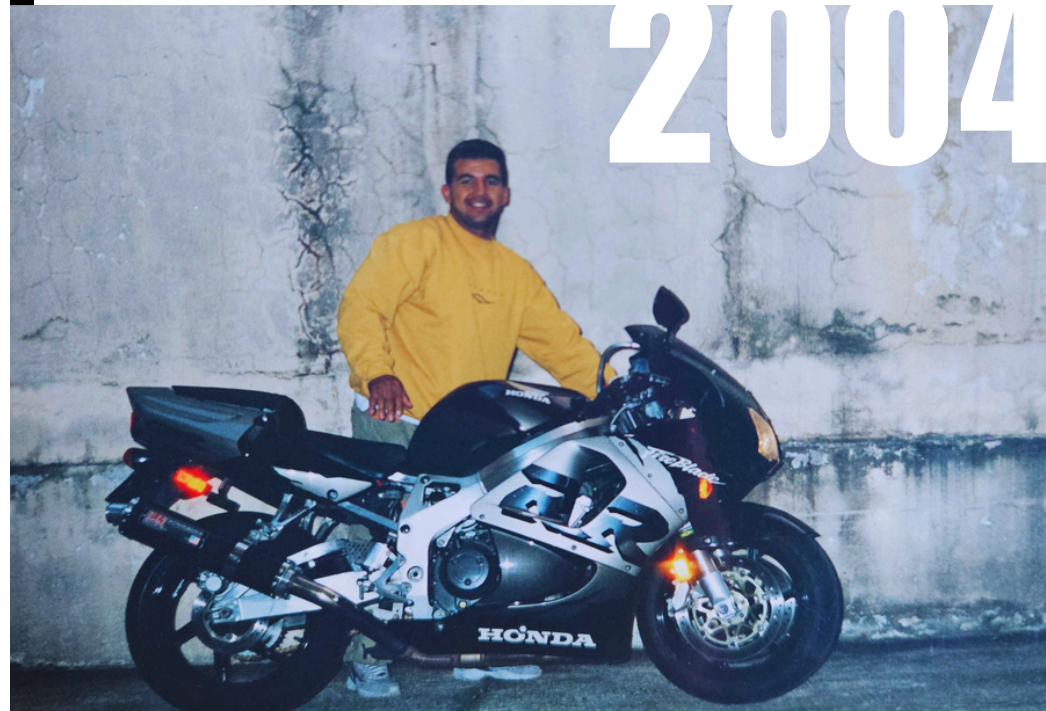
FIRST LONG TRIP

At 16 years old, on a bicycle, from Xambrê to Campo Mourão, covering 126 km plus the return trip, to earn his first leather jacket.

2012

FIRST HARLEY-DAVIDSON

On a Dyna Super Glide, he discovered the thrill of custom motorcycling and international roads. He crossed borders, riding through Uruguay, Argentina, and Paraguay.



PASSIONATE ABOUT SPORT BIKES

He mastered the roads, his mind, and his own body while also competing as a bodybuilder during the same period.



MOTORCYCLE CLUB

Riding a Harley-Davidson, he joined the 7 Peles Motorcycle Club in Curitiba. Around the same time, he acquired his current and much-cherished H-D Road King, nicknamed Maria.



2014

REALIZATION OF THE BIKER'S CLUBHOUSE

He created a space to host and share his passion for motorcycles and travel with fellow motorcyclists.



THE PASSION FOR MOTORCYCLE MAINTENANCE
Without phone signal, without tools, and without experience, with a friend from Chile, at the foot of the Villarrica Volcano, he overcame his fear of motorcycle mechanics on the road.

2015





2017

BEGINNING OF A NEW PHASE WITH PRISCILA MARQUES

From now on, the stories they create on the road will be shared.

2020



BIKER'S CLUBHOUSE PROJECT AND THE MOTORCYCLING SCHOOL

During these days, Rafa focused most of his time working with children. He taught the essence of motorcycling to more than 50 children and a number of adults.



2023

BORN TO RIDE 120th HD PROJECT AND BACK HOME

Another round trip to the USA, and this time, guiding his partner while she rides her own motorcycle.

2025

BORN TO RIDE II
A JOURNEY OF A LIFETIME

FUTURO

THE GREAT LAND
The beginning of the journey to Alaska.
78,000 km traveled,
from Curitiba to Alaska
and back to Curitiba.

2018





In addition to the work developed with the Lodging and the Little School, Rafa took on projects to promote motorcycling, where he offered support to travelers facing difficulties on the road and also funded students within the Biker's Racing Division due to his personal interest in spreading the sport and culture.

In all his work – with the Projects and others – he focuses on sharing his experiences and vision of motorcycling. He aims to teach, motivate, and help other motorcyclists fulfill their dreams and plans for the road.

OTHER INTERESTS



"INSTRUCTING MOTORCYCLING IN ITS ESSENCE AND FREEDOM, COVERING ALL ASPECTS SUCH AS BASIC MECHANICS, RIDING, BROTHERHOOD, CAMPING TECHNIQUES, RESPONSIBILITY, AND RESPECT FOR NATURE AND OTHERS. THIS CULTURE BRINGS TOGETHER COLLABORATIVE FORCES TO REACH PEOPLE WHOSE LIVES CAN BE TRANSFORMED"

Rafa Gouveia

EXPLORER

MOTORCYCLIST, INFLUENCER, AND ADVENTURER

Rafa seeks adventure and freedom by discovering new worlds and experiences, avoiding boredom and restrictions. He values authenticity and has an intrinsic need to be true to himself. He prefers to forge his own path and make his own discoveries.

- He takes motorcycle trips across the American continent, reflecting his relentless pursuit of new experiences and the freedom to explore.
- His authenticity is evident in his personal connections with almost all of his friends and followers, building a community based on shared interests and passions.

He also embodies strong traits of the **CREATOR** and **SAGE** archetypes:

- He creates content about his travels and motorcycling experiences, reflecting his desire to express his passion and share his knowledge.
- His work as a Motorcycle Instructor showcases his ability to teach and inspire, turning his passion into something tangible and valuable for others.
- He seeks to learn about the motorcycle, believing that knowing your bike is the key to freedom on the road. In his lectures, he tends to reflect on his experiences and learnings, always striving to understand the world around him more deeply and to share his insights, helping others achieve a deeper understanding.
- The depth of his experiences, combined with his reflections on his travels and motorcycling, positions him as a source of wisdom and inspiration for the community.

PROFILE



AUTHENTICITY INDEPENDENCE FREEDOM



437,854

Visualizações

0,0% de anúncios

78,3%

Seguidores



21,7%

Não seguidores

Contas alcançadas 53,779

Por tipo de conteúdo

Todos

Seguidores

Não seguidores

Stories 72,5%

Reels 24,9%

Publicações 1,8%

Vídeos ao vivo 0,8%

19,539

Interações

93,7%

Seguidores



6,3%

Não seguidores

Contas com engajamento 4,674

Por tipo de conteúdo

Todos

Seguidores

Não seguidores

Stories 56,1%

Reels 33,8%

Publicações 6,0%

Vídeos ao vivo 4,1%

Vídeos

AUDIENCE

15k Followers

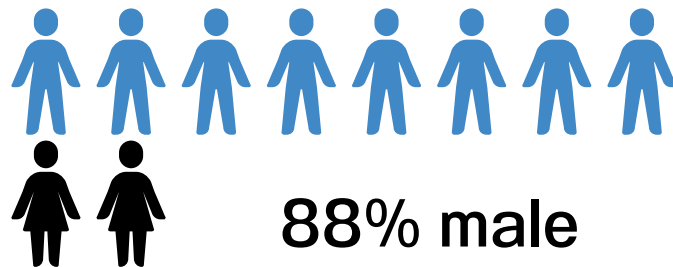
53k Average Reach

580k Audience

16k Viwes Reach

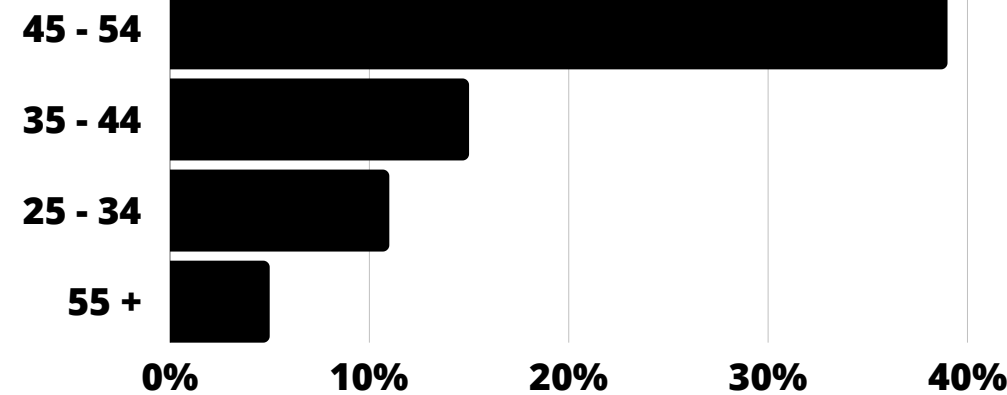
6k Engagement Reach

6k Organic Audience Reach



88% male

AGE RANGE



SEGMENTS

MOTORCYCLING

TRAVEL AND LOCATIONS

FAMILY AND FRIENDSHIP

LIFE STYLE

FREEDOM AND AUTONOMY

REVIEWS

PRODUCTS AND ACCESSORIES

USEFUL TIPS

SOCIAL INFLUENCE

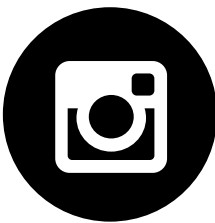
LECTURES

WORKSHOPS

COURSES

EVENT ATTENDANCE

INTERVIEWS



DIGITAL AND SOCIAL INFLUENCE
CUSTOM MOTORCYCLING

MEDIA



DIGITAL STRATEGIES

- NARRATIVE

He shares his travel stories, daily activities, and direct interactions with his motorcycle. He crafts narratives about his challenges and major accomplishments, which typically resonate with his loyal audience. He also includes products and references from partner brands.

- VISUAL CONTENT

He uses photographs and videos of his travels and adventures to capture and represent the essence of the Explorer. Meanwhile, the captions and educational content highlight the aspects of the Creator and the Sage. He also describes and features partner brands.

- SOCIAL

He promotes social gatherings, especially at the Biker's ClubHouse, in-person lectures and workshops, live streams, and digital meetups. All of these activities are designed to share experiences and road stories, thereby strengthening his personal connection with the motorcycling community. He distributes products, shares giveaways, and influences purchasing decisions.

- STRATEGIC PARTNERSHIPS

He collaborates with brands that share similar values and profiles to extend the reach of their messages to the audience. He does not work alone; with the support of Priscila Marques in project development, they combine their strengths to inspire others to learn, explore, and be free. They do not work with brands they do not believe in or that do not align with their values.

With these strategies, Rafa Gouvêa creates a strong and original personal brand.



EPIC RIDES

2012 | 1st LONG SOUTH AMERICAN RIDE

Riding a Harley-Davidson Dyna SuperGlide, he traveled through southern Brazil, Uruguay, Argentina, and Paraguay.

2013 | ANDES MOUNTAINS

Now riding a Road King, his Centennial H-D and companion for all future trips, he reached the Andes Mountains, exploring Aconcagua, the Atacama Desert, and the Caracoles in Chile.

2015 | "END OF THE WORLD"

He conquered Patagonia and overcame his fear of motorcycle maintenance when, alone and with few tools, he had to fix a broken belt.





2018 | CURITIBA - ALASKA - CURITIBA

Over 45K mi in a single trip. 20 months on the road with a visit to the H-D factory for its 115th Anniversary. The highlight was Prudhoe Bay in Alaska, a boat crossing between Panama and Colombia, and many connections from there.

2020 | THE ASHES ON ACONCAGUA

In a solemn purpose, together with other respected motorcyclists in the community, they delivered the ashes of their deceased friend at the base of the mountains, in an act of deep friendship and respect.

2023 | BORN TO RIDE

Crossing borders once again, he heads back to the 120th Anniversary of HD in the USA, guiding his partner who is riding her 1994 carbureted Sportster. 11 months on the road and an invaluable wealth of experience.



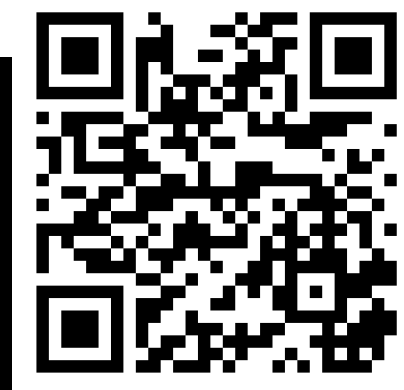
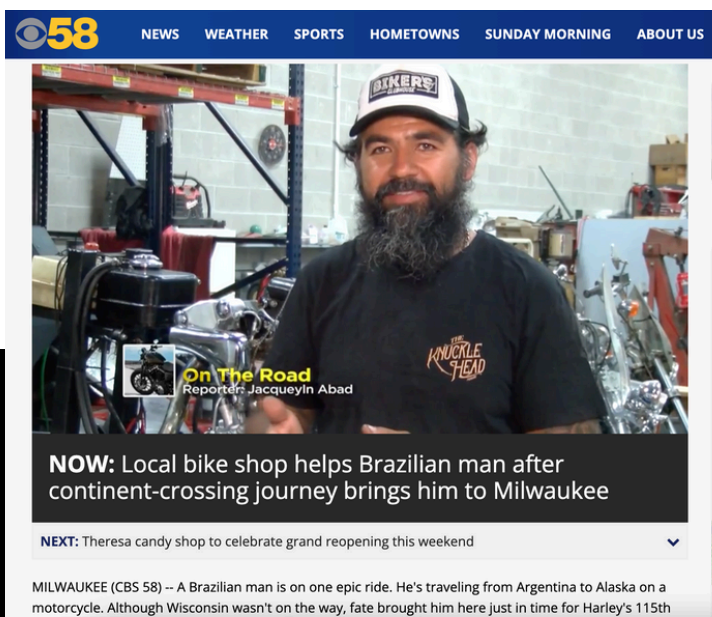
CBS 58
MILWAUKEE CHANNEL
USA



TELEVISION

ARTICLES AND INTERVIEWS

SEP 2018



OCT 2020

"Local bike shop helps Brazilian man after continent-crossing journey brings him to Milwaukee."

In 2018, after crossing the Americas and arriving in Milwaukee during the celebration of Harley-Davidson's 115th anniversary, Rafa Gouvêa faced an unexpected challenge in the United States: his faithful Road King, Maria, suffered an engine problem. In a critical moment, the community of Muskego, Wisconsin, came together to help. The 2 Boss Performance shop, with support from an Indian Motorcycle dealership, provided the necessary assistance. Thanks to this partnership, Rafa secured sponsorships from S&S Cycle and Super Shox, allowing him to continue his journey to Alaska. Equipped with a carbureted S&S 106" engine and supported by many American admirers, Rafa pressed on, inspired by the camaraderie he found along the way.

"BAND MULHER"

During Women's Month, Band Paraná Channel brought together Rafa Gouvêa's team to highlight the motorcycle riding lessons he provides. Featuring footage from the Biker's Racing Division team and the development of the Motorcycle Riding School.

BAND PARANÁ
CHANNEL CURITIBA
BRAZIL



FEB 2022



SECA SUVACO YT CHANNEL CURITIBA BRAZIL



JUL 2023



CBS 58 MILWAUKEE - USA



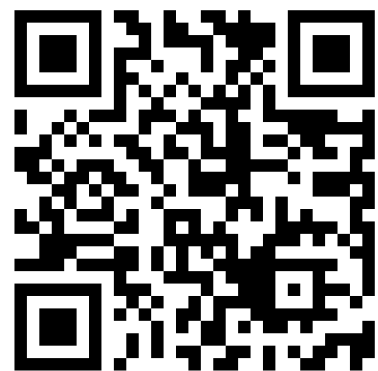
Participation in the coverage of the 120th Harley-Davidson anniversary celebrations in 2023, while in the midst of the Born To Ride project.
“Straight roads and freedom: 120th Harley Homecoming kicks off.”

The news article recounts the journey of motorcycling enthusiasts who traveled from various parts of the world to Milwaukee to take part in the 120th anniversary celebrations of Harley-Davidson.



In one of the editions of Moto Adventure Magazine, the journey across the Americas, from Brazil to Alaska, came to life in a captivating article. The magazine asked Rafa to share his story and highlighted brands and sponsors in an exemplary manner.

MAY 2023 MOTO ADVENTURE SÃO PAULO BRAZIL



AUG 2023



During the Sturgis Rally, as part of the Born To Ride project, Rafa was surprised by a fan of his story and an admirer of his motorcycle. An artist gifted him one of his artworks and conducted a brief interview for his page.

MOTORMARCART
STURGIS
USA



JUN 2024

Rafa participated in the Movimenta Motores program on the Band Curitiba channel. He dedicated a few minutes to share his story, experience, and some tips about motorcycling.

BRAZIL
CURITIBA

BAND - MOVIMENTA MOTORES



APR 2024



LO.CO. CAST
YT CHANNEL
BRAZIL

After the Born To Ride project, in a surprise ride, Lo.Co.Custom interviewed Rafa Gouvêa and Priscila Marques to share a bit about their travel and life journeys.



1 **CURITIBA - ALASKA - CURITIBA TO THE GREAT LAND**

This project was a personal challenge to explore inhospitable territories and prove the resilience of his motorcycle. Traveling alone and economically, he fulfilled his dream of riding his Harley-Davidson to Alaska. In an audacious plan, he left his career and crossed numerous borders. Rafa secured supporters and sponsors that he represented on the road. He became an icon in the current motorcycling culture. It was 1 year and 8 months on the road, covering 45,000 mi. He visited 17 countries and returned, inspiring many people.



2 **BIKER'S RACING DIVISION MOTORCICLING SCHOOL**

During the pandemic period in Brazil, Rafa created the Biker's Racing Division. He dedicated his time to teaching everything he knew about motorcycling. With a group of children and young people starting from 5 years old, they participated in national races and events in the FlatTrack modality—a sport he discovered in the United States during his previous project. He developed replicas of motorcycles used in the American sport, taught riding techniques, and instilled the values of motorcycling culture. In the future, he intends to reactivate the school and the track that he still maintains at the Biker's ClubHouse.

COMPLETED PROJECTS



3

BORN TO RIDE

2012 | 120th H-D ANNIVERSARY

Rustic and simple, with the same motorcycle, Rafa set out solo for the United States once again. Heading to the 120th Anniversary celebrations of Harley-Davidson, he reunited with friends and international sponsors. He strengthened the partnership between the brands and his image. He awaited the arrival of his travel partner, Priscila Marques, and they set out in search of a carbureted Harley to ride home together in another adventure. He visited 19 countries, covering around 60,000 km over a period of 11 months. The project depicted true motorcycle travel stories on social media.



4

BORN TO RIDE

WAY HOME

Now, Rafa is on his way back to Brazil with the plan to share the knowledge, adventures, and emotions of the road. He guided his partner, Priscila Marques, who was riding her own motorcycle, as they crossed the three Americas. For three months, they combined their voices and documented the entire adventure and the magic of sharing emotions on the road. Priscila completed 37,000 km without any mechanical, technical, or safety issues. Together, they demonstrated that long journeys are possible and showed the demands placed on the motorcycles, equipment, parts, and their own lives.





5

BORN TO RIDE - LECTURES SOCIAL AND BUSINESS EVENTS

Upon his return to Brazil, Rafa initiated a project of lectures and courses to expand the representation of the brands that support him. In addition to sharing his knowledge, he shares stories from the road and remains active in social events. He associates the brands with powerful messages of inspiration and transformation, leveraging his strong communication skills.



6

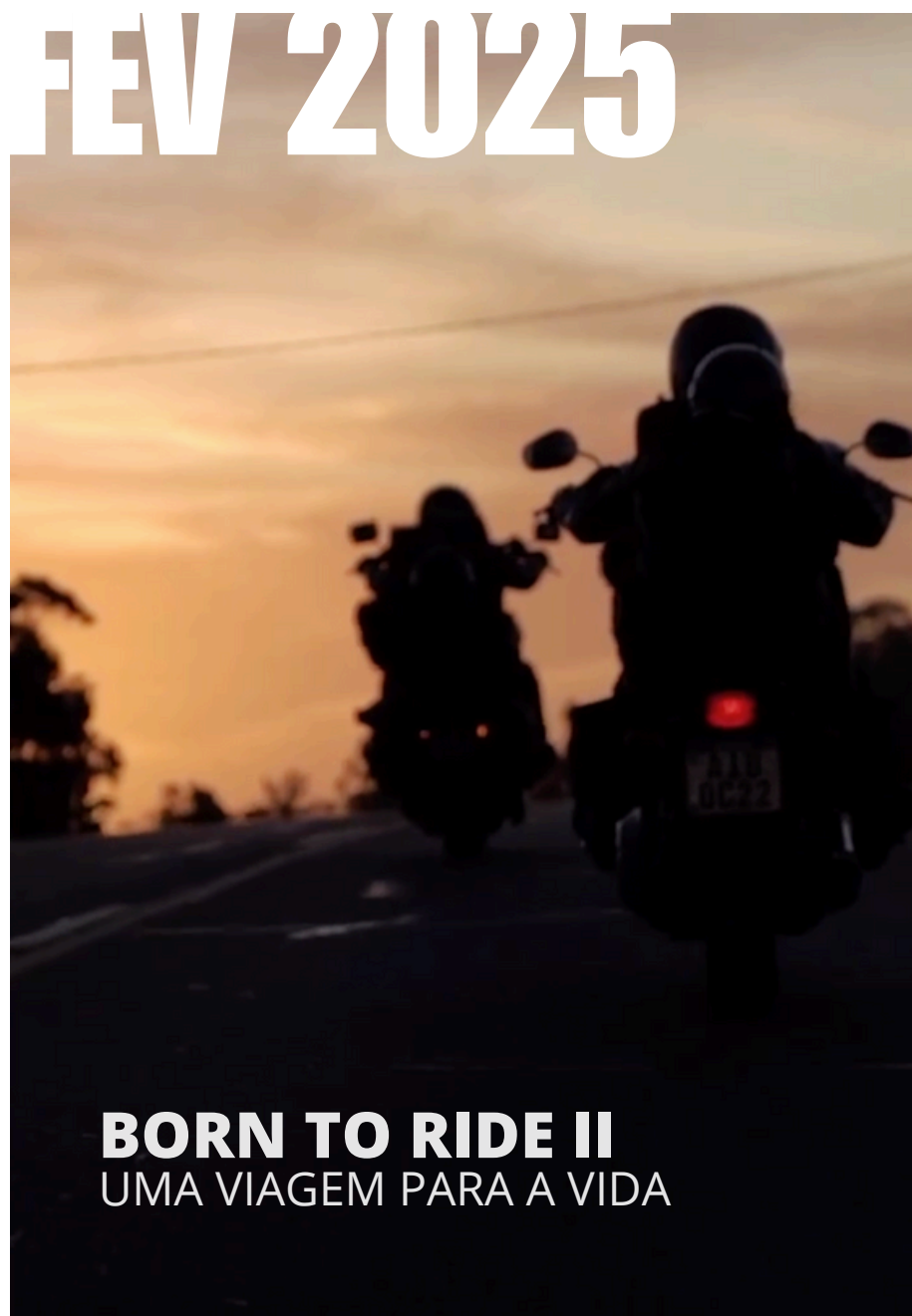
BORN TO RIDE - WORKSHOP FUNDAMENTAL MECHANICS COURSE FOR THE ROAD

Rafa created a course to share valuable teachings based on his knowledge and experience. Aimed at empowering motorcyclists to solve common mechanical problems, the course ensures safety and autonomy on the road. With practical lessons, he uses and recommends products and brands he trusts.

LECTURES AND WORKSHOPS



FUTURE PROJECTS



BORN TO RIDE II

A JOURNEY OF A LIFETIME

Maintaining the adventurous spirit and the goal of sharing a dream journey, Rafa and his team plan to bring four other motorcyclists, riding their motorcycles, from the United States to Brazil. This epic and documented trip will be styled as a Reality Show, turning the adventure of crossing the Americas into a television product, along with marketing development on social media.



BORN TO RIDE III

AROUND THE WORLD

With the same determination that took him to Alaska, Rafa is preparing for a journey that will cross not just borders, but continents. Inspired by dreams and challenging limits, this ambitious project will seek visionary partners who want to associate their brands with a story of courage, freedom, and motorcycling. The plan includes 200,000 km in a single trip, covering at least 5 continents, starting in Brazil and returning home within a 2-year period. It will combine entertainment and marketing, benefiting commercial partners.



BRANDS

THAT HE HAS WORKED WITH



BIKER'S
ClubHouse

S&S

**SUPER
SHOX**

INDIAN

Metro Milwaukee

E|E

HANGAR 33

LUCEA

WD-40

HL-D Peças

GOLDFREN

OLENHADOR

Mitas

Link

MONITORAMENTO

BODCA

MOTO SERVICE

DECATHLON

WORKER



RAFA GOUVÊA INFLUENCER

48 YEARS OLD.
MOTORCYCLIST. LECTURER.
INSTRUCTOR. INFLUENCER.

The fearless leader of the team. With a free and adventurous spirit, he not only rides his motorcycle on great journeys but also leads his team. His experience turns each trip into epic stories.



PRISCILA MARQUES PROJECT DESIGNER

34 YEARS OLD.
MOTORCYCLIST. DESIGNER.
ADMINISTRATOR. WRITER.

The Creative and Organizational Mind of the team. Ensures that the details of each trip and project are well-organized. Creates the visual identity, manages partnerships, and coordinates logistics.



JESSÉ LIBERATO FILMAKER

34 YEARS OLD.
MOTORCYCLIST. PHOTOGRAPHER.
FILMAKER. EDITOR.

The Artistic Eye captures the essence of the journey. Documents every moment, from real challenges to the most breathtaking landscapes. His filming and editing skills transform hours of footage into narratives that inspire and move.



*Click the icon to be
directed to Instagram*



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BORN TO RIDE
2024