

**TUK**  
THE  
**HIGH**  
**ROAD**

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# OVERVIEW

## MISSION STATEMENT

Proving that the world is, indeed, a small place full of wonder and adventure, and no matter where we come from, we have more in common than we realise.

## WHAT'S THE PLAN?

Have you ever been in a precarious, open sided, three-wheeled vehicle and thought 'I'm going to drive this around the world'? Well we have. And after much planning, 'Tuk the High Road' is finally becoming a reality. The challenge is to drive from London, England via the 7 modern wonders of the world over 4 continents, and back to London, England, doing it all in an auto-rickshaw or 'tuk tuk' as they are otherwise known. This will be a world first and a Guinness world record and it's going to generate great publicity.



# ABOUT US

## ALEXANDER SAXON



I'm Alexander Saxon, 29, and I work for a design agency in London. I was well and truly bitten by the adventuring bug when I travelled around the world back in 2008/09. This included an 11,000 mile road trip of the USA as well as driving experiences in Canada, Thailand, Cambodia, Vietnam and Brazil. But now I need a bigger challenge. I'm extremely dedicated, adventurous and imaginative. With the help of my network of marketing contacts, we're planning some great coverage for 'Tuk the High Road'. Oh, did I mention I was in the Territorial Army? Ok, so I'm not quite Bear Grylls, but I am pretty nifty with a Swiss Army tin opener.

## KEVAN PULFREY



I'm Kevan Pulfrey, 40, and I'm a trained chef and part time grease monkey. My childhood years were spent in Africa, so I've long had an interest in far-flung places and have visited countries on three continents. I worked hard to achieve Michelin accreditation, which finally came in 1999. Having a family at a young age meant that further travelling has had to wait until later in life. Fortunately, later is now. I love motor vehicles and have built my own trike, so I should be more than capable of rebuilding a tuk tuk if and when it's necessary... as long as I remember my spanners.

## Tuk Tuk



I'm Tuk, 1, and I'm a funky three-wheeled vehicle. Despite the fact that I currently reside in a Bangkok factory I am still very much a member of the team. As without me this trip wouldn't have the magic or fun factor it does - Also their feet would get very sore. I can't wait to arrive in London, where we'll be setting off from in just under a year.



# THE PLAN

## WHERE ARE WE GOING?

UK • France • Switzerland • Italy (Colosseum) • Slovenia • Croatia • Bosnia • Yugoslavia • Bulgaria • Turkey • Iran • Pakistan • India (Taj Mahal) • Bangladesh • Malaysia • Thailand • Cambodia (Angkor Wat) • Vietnam • China (Great Wall) • Canada • USA • Mexico (Chichen Itza) • Guatemala • Honduras • Nicaragua • Costa Rica • Panama • Colombia • Ecuador • Peru (Machu Picchu) • Bolivia • Chile • Argentina • Brazil (Christ the Redeemer) • Portugal • Spain • France • UK

## WHAT ARE WE GOING TO SEE?

One of the challenges we are prepared to bravely face despite all odds is to get ourselves and our courageous tuk tuk in front of as many internationally recognisable places as possible. The list starts with 'our' seven wonders, which are the current modern seven wonders (we have, however, exchanged Petra in Jordan with Angkor Wat in Cambodia due to the current political situation in Syria)

The more Wonders, world heritage sites, famous buildings and landmarks we can introduce our little tuk tuk to, then the more her international popularity will grow. We are also very interested in the wonders 'between' wonders – i.e. the people that live in these countries, and their lives.

We plan to focus not only on the wonders but on the people we meet over the globe in a way that lets people know that we're not that different after all.

## HOW LONG WILL IT TAKE?

Our initial thoughts suggested allowing one month to reach each wonder, totalling 7 months. However we soon realised that circumstances change and it takes a lot longer to travel from Beijing to Vancouver by boat than one might expect.

On this note we increased our time to 8 months, however we would be very happy to complete the trip within 12 months.



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## WHAT IS THAT?

Most people who have visited South East Asia will know exactly what a tuk tuk or auto-rickshaw is. However, for people who have not seen a tuk tuk (the name derives from the sound its engine makes) it is a three-wheeled vehicle, exposed to the elements on three sides. It is fitted with a 650cc engine and is capable of speeds up to 70mph - scary.

Tuk tuks are a flexible and highly adaptable form of transport in the Far East, they are used as taxis, mini buses, delivery trucks and even waste disposal vehicles. So we are confident that ours can take on the world. The reason we have chosen a tuk tuk is that not only is it a hugely popular vehicle, it is also more environmentally friendly than a car, costs a lot less to buy and run and it's also a lot more fun.

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## HOW FAR IS IT?

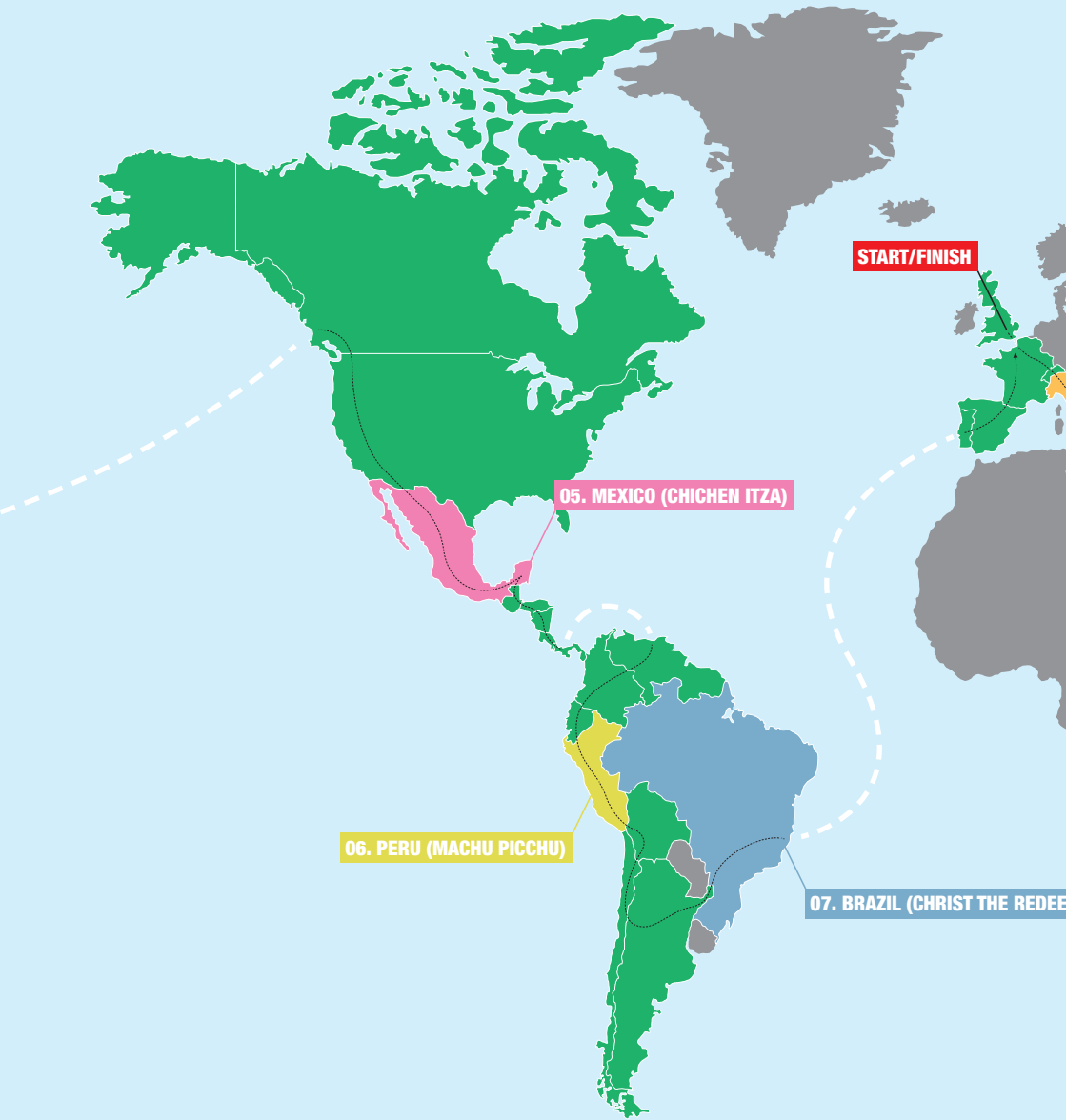
After careful consideration and planning (political turbulence included) we have determined a 45,000 kilometre route and, to save you reaching for the calculator, that is approximately 28,000 miles.

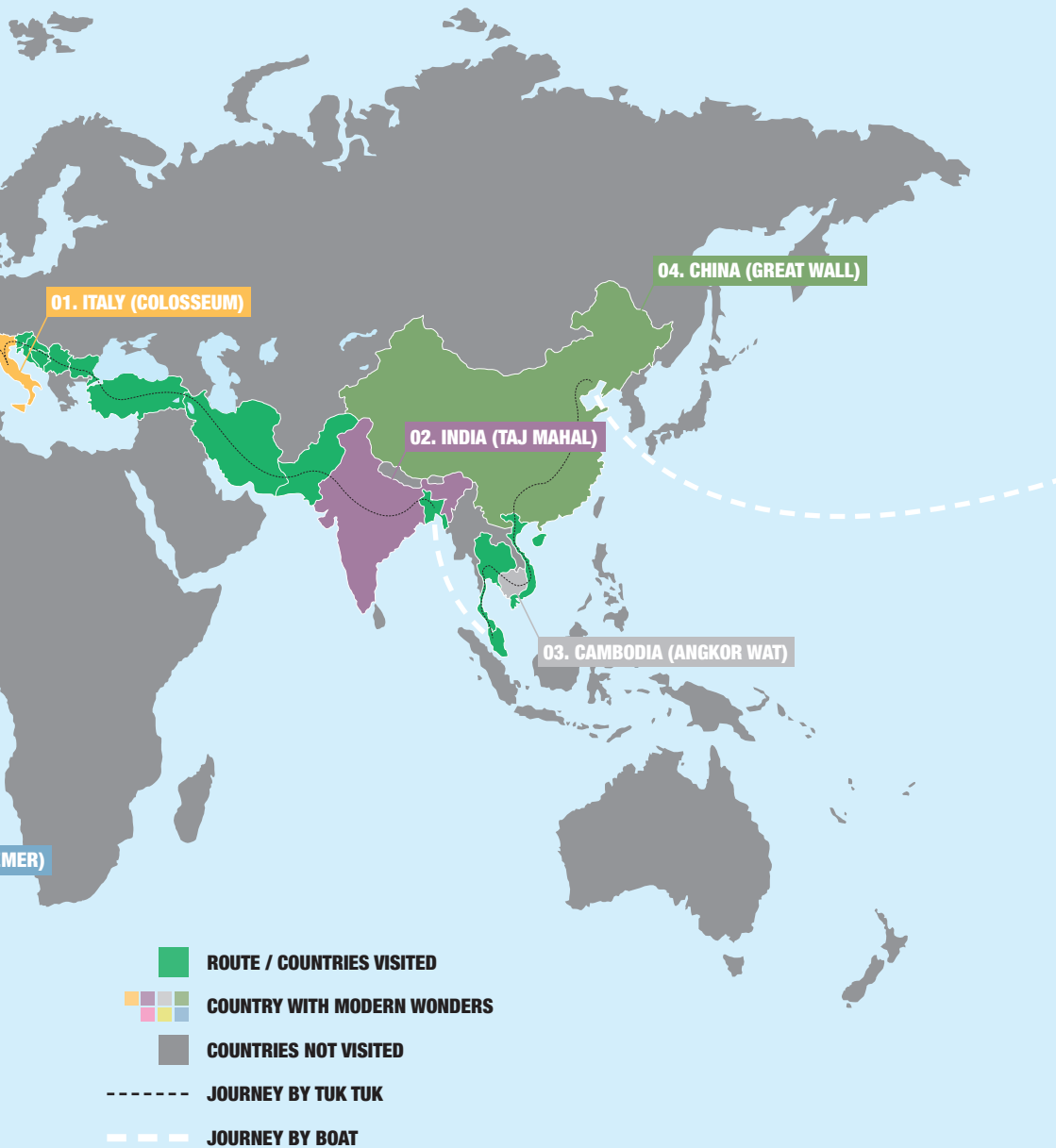
This seems a daunting figure so we have broken it down into sections, making Europe, our first continent, only 6500 kilometres - that makes us sleep better at night.

However, the fact remains that the trip is, indeed, 45000km, and the reason for that is:

- To see the 7 wonders we have chosen
- To explore diverse and exotic corners of the world
- To break the current world record for long distance driving in an auto mated rickshaw set by a German couple (which stands at 37000km)







# MEDIA OUTLETS

## HOW WILL WE GET NOTICED?



There have been any number of over-ground trips through the years, however the vast majority are made by people who buy a Land Rover and head for Cape Town. The reason for that is it's easy! 4x4 vehicles like a Land Rover or a Jeep are designed to do that, it's their 'raison d'etre'; no one is surprised or impressed when a 4x4 crosses a continent.

That is why our vehicle selection has been key. People will see the small 3 wheeled contraption and think 'That won't make it' or 'It's going to get very cold and wet driving that, I'm glad it's not me' and that is what we want people to think. We want to get people talking about it, even if all they are saying is how crazy they think we are for attempting it, that way they will be keen to follow our progress, if only to hope we fail.

Our initial talks, with various foreign media, have resulted in great interest in running the story as we are crossing their country. UK media has shown a similar interest.

During this trip we are travelling through some of the world's most populated and wealthy countries. As such, branding the tuk tuk and flying a banner with a company's logo will effectively turn it into an interactive billboard with 3 wheels. Not only will people see us driving thorough their country's most populous cities or to their biggest attractions, but they will read about us in their newspapers, see us on their TVs and hear about us on their radios.

Once they are aware of us, they will be encouraged to visit our website where they can view it in their native tongue. We have arranged language translations in English, French, Spanish, simplified Chinese, Brazilian Portuguese and Thai. This is designed to give people all over the globe the reassurance that the site is designed with them in mind, and not restricted simply to Anglophones.

We are firm believers that the world is a very small place and it's not too difficult to make people feel welcome and catered for.



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**TUK THE HIGH ROAD**  
TWO MEN. ONE TUK TUK. AND A LONG, LONG WAY... English

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SEPTEMBER 2ND 2012

**AND SO IT BEGINS...**

Have you ever been in a precarious, open sided, three wheeled vehicle and thought 'I'm going to drive this around the world' well, we have. In fact, our passion was so great that 'Tuk the Highroad' was born. The challenge is to drive from London, England back to London, England via 7 wonders of the world over 4 continents, and doing it all in an auto-rickshaw. This is a world first and a Guinness world record, and it's going to make for some great publicity.

SEPTEMBER (1)  
OCTOBER (0)  
NOVEMBER (0)  
DECEMBER (0)  
JANUARY (0)  
FEBRUARY (0)  
MARCH (0)  
APRIL (0)  
MAY (0)  
JUNE (0)  
JULY (0)  
AUGUST (0)

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\*EXAMPLE OF WEBSITE



# MEDIA OUTLETS (CONTINUED)

Upon arriving at our website, users will find information about our trip including; where we have been, where we are going, pictures, videos and interactive content like games, and competitions along with stories about the people we have met. Thanks to GPS trackers and the world-wide availability of mobile Internet, our exact position will be streamed live to the website, giving people the opportunity, should they want, to come and find us - to say hello, to take a picture of our bizarre vehicle, to invite us to lunch or even try to hitch a lift.

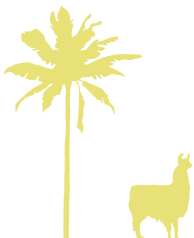
In order to make our adventure fresh and unique our visitors will be encouraged to vote (for free) on various decisions we are struggling with or fun challenges we have set for one another or even add their own to the mix. For example, whether to take the north route or the south route over a particular stretch of country or which of us should eat the lamb testicle or the eye ball and which one of us gets to film it for the fans.

The voting system will give visitors a reason to return to the site, and since response to the votes will use smart-phone updates of pictures, videos and text (GeoTagged where possible), people will see 'close to instant' results, generating huge interest in the site. Instant results prompt people to continue voting and invite friends to do so through 'sharing' on social media sites, thus generating large amounts of web traffic. There will be a reward scheme for people who sign up to the website or 'like' our facebook page where their vote will be worth more than a guest's. This will then allow us to keep in touch with them on a more personal basis.

The website will display our sponsors' details and how they have helped with the use of banners on the home page and further details on other pages. Popular pages such as media pages, voting, competitions and the live map page will also be branded with our sponsors' details so as not to miss an advertising opportunity.

We will, of course, have facebook, twitter and flickr pages that (where possible) will reflect the sponsors branding from our website. Also, the interactive voting section of our website will be mirrored, allowing people to follow us and vote on our challenges through their favourite social media site. This will allow people to make real time decisions for us, by choosing outlandish or unpleasant tasks to put on the poll, we will draw in a wide audience base who will take pleasure in voting for us to participate in a scary or humiliating local activity.

People just love having control of other people's lives!



# IN CONCLUSION

## SO, WHAT'S ON OFFER?

What we are offering is a series of unique opportunities to:

- Be involved in a global challenge that will not only make its way into the Guinness book of records, but will build an interactive fan base who will sign up to and regularly frequent our, multilingual, site.
- Be included in all of our forms of media, including tuk tuk branding, branded clothing, social networking sites, our website and blog.
- Benefit from global advertising that will feature in Newspapers, TV news reports and Internet news feeds all over the world.
- To be associated with a fun, innovative and exciting challenge, which can be followed, tracked and changed by individual fans.

### **It's the next generation of adventure!**

## HOW CAN YOU GET INVOLVED?

We are hoping this is the question you are asking yourselves by this point, either that or 'can I come?'. And as much as we would like you all to come, we simply don't have the room. However, we are looking for support in many areas including; equipment, financial support, bespoke services or just a cheer and a wave.

If you are serious about getting involved and would like to be associated with our adventure, then get in contact for more information and a jolly good chat.

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