



BIO

Kenny Belaey is a Belgian trialbiker, riding and competing for over 22 year now. During those years he crowned himself to UCI title record holder and many more...

Thanks to his titles, professionalism, style and ability to interact with the crowd Belaey is one of the biggest names in the bike trials world scene. The Belgian has been at the cutting edge of his sport for more than 12 year now, achieving his first 26 inch UCI Elite crown in 2002.

Beside following intense training schedules, Kenny has always been proactive in promoting his sponsors and his sport. The last couple of years Kenny has been traveling extensively to perform shows all over the World, making appearances on TV and working with photographers and journalists to create trial features for the world's leading bike and sports magazines.

Belaey started in competition in 1992, inspired by his dad Ronny who was a big motor and trials fan. Hard work, athletic skills and fierce natural talent started to pay off soon. In 1996 he made his international debut in Spa-Francorchamps coming home fifth. Another two year later (1998) he claimed his first cadet world champion title. He wrote history in 2000 when he won the Junior Worlds in both 20" and 26". Kenny continued to make a name for himself by dominating the 2005 and 2006 seasons, taking back-to-back world titles. He even made it a 'triple' in 2005 racking up the World, European and World Cup overall titles. His ability to clear seemingly impossible obstacles and pull off amazing saves has earned him the nick name 'The Magician'

More than anyone he's pushing to help develop the sport by reaching a more mainstream audience. Early on in 2009 Belaey has set off on a five-week global trek crossing from Spain to England, Cleveland, California and Hawaii in the US. His encounters with biking legends, places and athletes influencing the sport will be the backbone of a forthcoming TV series to be aired on the 'Extreme Sports Channel'. Featured sporting celebrities include: Toni Bou (moto trials star), Dave Mirra (X-games BMX legend), Hans Rey and Ot Pi (bike trials pioneers), Danny Macaskill (Scottish street riding ace) and many more.

In 2011 the 4th and 5th episode went on air for Belgian TV and the Extreme Sportschannel, showcasing his adventures during a road trip through South Africa.

In 2012 he also decided to organize the UCI world cup rounds in Belgium, generating the biggest media outcome in the history of the sport with live international TV coverage on Extreme.com, Sporza and another 2 Bigtime episodes for The Extreme Sportschannel. A milestone in the history of the Sport and today an example for all future Trials competitions being organized.

After many years of competing, he decided to work more creatively and broaden horizons by showing his all round riding style for viral videos, generating millions of views.

Shortly after that Adidas asked to be part of their biggest campaign ever feat. Beckham, Messi, BOB, Katy Perry and many more, which was seen by 1.6 billion people on tv, in cinema's, newspapers, magazines, billboards, busses, shopping malls etc.

Then in 2012 Samsung contacted Kenny again, to ride some rooftops downtown LA ,again together with Beckham... Trials goes Hollywood

What followed were contracts with NBA arena's to perform half time shows and offers from many A list events which air live on US national TV

Since June 2014 Kenny also became an ambassador for the prestigious Laureus foundation, a charity based platform spreading the message 'Sport for Good' which once a year organize the Oscars of the Sport, The Laureus awards. Kenny says "Sport has given me so much in my life, I can not wait to transfer this message and work closely with Laureus. It's an honor to be an ambassador for them!"





FACTS

- Named after American motorcycle legend Kenny Roberts
- Became the first ever UCI professional Bike trials rider in 2003 with the 'Topsport Vlaanderen' cyclingteam
- Loves rock and metal music, wants to improve his guitar skills but lacks time for practice.
- Cites Belgian trials legend Thierry Klinkenberg (his first trainer) among his big influences together with Hans Rey, Cesar Canas and Ot Pi.
- Younger brother Wesley is also a World class bike trials rider and has won 3 times the World Youth games and is part of the Belaey Trials Show Team.
- Has performed in over 30 countries: Belgium, USA, Poland, Croatia, France, Spain, Holland, Portugal, UK, Lebanon, Cyprus, Jordan, Kuwait, Qatar, Bahrain, Saudi Arabia, Hong-Kong, Macau, Taiwan, Nigeria, Australia, Japan, Oman, Pakistan, Maldives, South Africa, Ghana, Ivory coast, Sri Lanka, ...
- Made two Trials focused videos 'Zero Tolerance' and 'The ambassadors'
- On September 21st, 2009 he sharpened his Guinness world record for most 180° rotations in a minute (35)
- Is the UCI riders representative and has helped to introduce some major rule changes and media formats.
- Has appeared in several national & international TV shows and campaigns
- Very allround rider using Competition Trials Bikes, Street Trials Bikes and Enduro Bikes for his videos.
- First trials rider who was nominated Belgian Sportsman of the year (top 10).
- Runs www.enter-bike.com, a company setup with his wife focussing on an online Trials shop, young talent management and event organizing.

Profile Kenny Belaey

Nationality: Belgian

Bike : GT bicycles Trials

Date of birth: 26/01/1983

Hometown : Bellem (Aalter)

Marital status : Fien Lammertyn

Length : 1m 80

Weight : 79 kg

Website : www.belaey-trials.be

Social media: Facebook, Twitter, Instagram: @belaeykenny

Sponsors

Red Bull, GT bicycles, Adidas Outdoor, Volkswagen Commercial Vehicles, Continental tyres, Lazer helmets Hope Technology, Sapim, Q oleum, IXS, FOX, Go Pro, Okinawa.

Trial since: 1992

Competition debut: Leuven, Bierbeek

Nickname : 'The Magician'

Car: VW Transporter T5





Career tally

2014: NBA halftime shows / Laureus ambassador / Winner C1 / Silver medal European Championship / ...

2013: NBA halftime shows / Enduro debut at Crankworx Whistler / global TV appearances / TV commercial for Volkswagen cvi / Come Back of the year winning **bronze after injury at the Worlds** / Launch Tshirt merchandising and video CARGO.

2012: *Appearance in the Global Olympic **Samsung TV commercial** / Big injury held him back for the rest of the season, still bringing home a bronze medal at the worlds.*

2011: *Appearance in the biggest global Adidas commercial ever. ALL IN / **European champion** / 2nd World cup overall / 2nd World championships / Volkswagen advert / Red Bull mobile advert.*

2010: show for the prestigious Laureus awards reaching millions of viewers in 180countries/ WORLD CHAMPION/ European championship 2nd/ World cup 3rd

2009: **World Cup overall winner** / Bronze European championship / Silver Worlds

2008: World cup Barcelona winner, World Cup overall runner up (all in 26" class)

2007: **World Cup overall winner**, 3rd in Worlds, Belgian champion, world record '180° rotations' (all in 26" class)

2006: **World champion**, European champion, Belgian champion (all in 26" class),

2005: **World Champion, World Cup overall**, European champion (all in 26" class), 2004: World Cup overall, 3rd in European championship (all in 26" class)

2004: **world cup overall winner**

2003: **World Cup Overall winner**, 3rd in Worlds, 2nd in Europeans (all 26")

2002: **World champ** (26" class)

2001: **Junior world champ** & World Cup overall (20") , 3rd in Junior Worlds & Belgian champ (26")

2000: **Junior world champ 26"**, European Junior champ 26", **junior world champ 20"**, Belgian Elite 20" and 26" champion + **world cup overall**

1999: **Cadet world champ 20"**, Belgian elite Elite 20" champ

1998: **Cadet world champ 20"**, 3rd in European 26", Belgian Junior champ 26"

For interviews and inquiries, please email Kenny's management on enterquestion@me.com

