



UK TOUR 2027 | VENUE PACK

TOUGH RIDES

CHINA, INDIA, BRAZIL AND A LIFE ON THE ROAD

An evening of stories, film and photographs with explorer, author and television presenter Ryan Pyle.

THREE COUNTRIES. THREE CIRCUMNAVIGATIONS. ONE MOTORCYCLE AT A TIME.



Ryan Pyle has ridden a motorcycle the whole way around China, India and Brazil, and filmed each journey for the television series Tough Rides.

In this live show he brings those journeys to the stage with footage from the series, his own photographs and the stories that never made the edit: the long days, the roads that turned to mud, the kindness of strangers, and the question every long distance rider has to answer sooner or later: why keep going?

It is a show for motorcyclists, for travellers, for anyone who has ever looked at a map and wondered, and for the armchair adventurers who would rather hear about the mud than stand in it.

FORMAT

A 60 minute illustrated talk with film and photographs, followed by 30 minutes of audience Q&A, then a book signing

RUNNING TIME

90 minutes, no interval

SUITABILITY

General audiences, ages 12 and over

BOOKS

The Middle Kingdom Ride, The India Ride and Tough Rides: Brazil, on sale and signed on the night

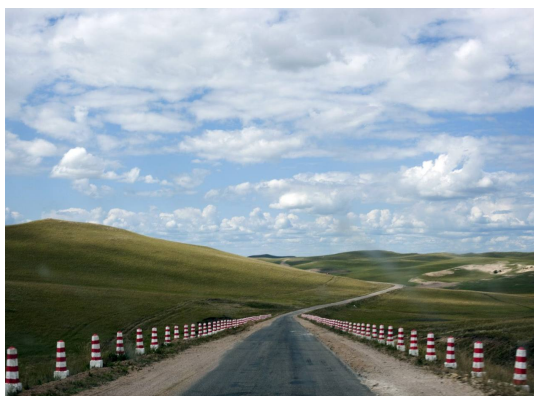
ON SCREEN

All three seasons of Tough Rides are on Amazon Prime Video UK, included with Prime

TOURING

Throughout 2027, routed in regional runs

THE RIDES BEHIND THE SHOW



RIDE ONE

CHINA

With his brother Colin, Ryan set out to ride the entire way around China, and the brothers became the first people to ride a motorcycle the entire way around the country. The journey became the book *The Middle Kingdom Ride* and the first season of *Tough Rides*.

6 x 30 min

TELEVISION SERIES

Season 1

PRIME VIDEO UK

The Middle Kingdom Ride

BOOK



RIDE TWO

INDIA

The brothers rode again, from the crowded capital of New Delhi to the isolated northern Himalaya, down to the rain forests of the south east and up into the jungles of Bengal.

14,000 km

DISTANCE

54 days

ON THE ROAD

6 x 30 min

SERIES

Season 2

PRIME VIDEO UK



RIDE THREE

BRAZIL

This time Ryan rode solo, from the beaches of Rio de Janeiro through the remote Amazon and on to the cities of the south, Florianopolis, Blumenau and Sao Paulo, on a BMW.

14,000 km

DISTANCE

60 days

SOLO

6 x 30 min

SERIES

Season 3

PRIME VIDEO UK

ON THE ROAD

WHAT THE AUDIENCE SEES



WATCH THE TRAILER

Tough Rides: Brazil, opening titles youtu.be/zCScHolrm4

All three seasons of Tough Rides are on Amazon Prime Video UK, included with Prime (see next page). Ryan owns the series and the footage used in the show.

WATCH BEFORE THE SHOW

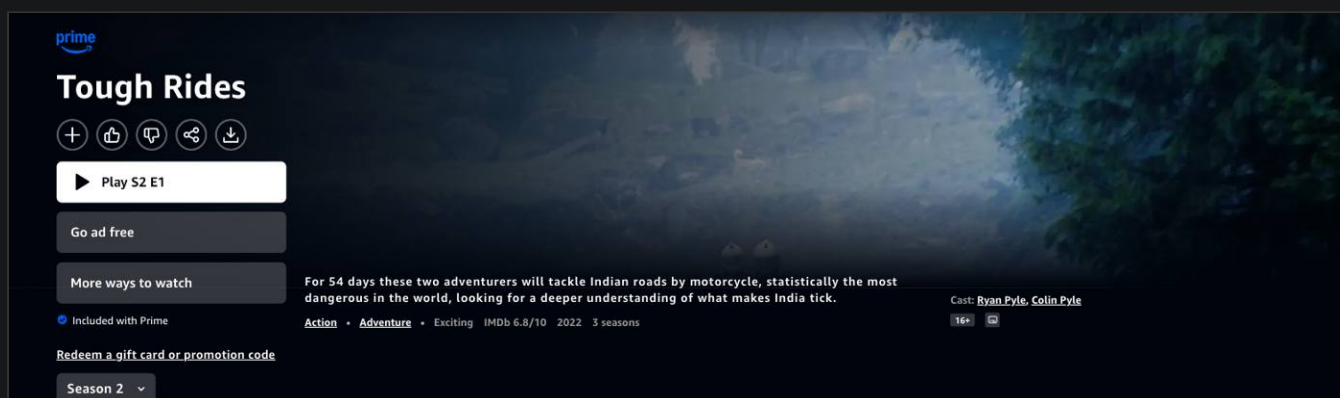
TOUGH RIDES ON PRIME VIDEO UK

All three seasons of Tough Rides are on Amazon Prime Video in the UK, included with Prime. Your audience can watch the journeys before the night, and you are welcome to use these links in your listings and social media.



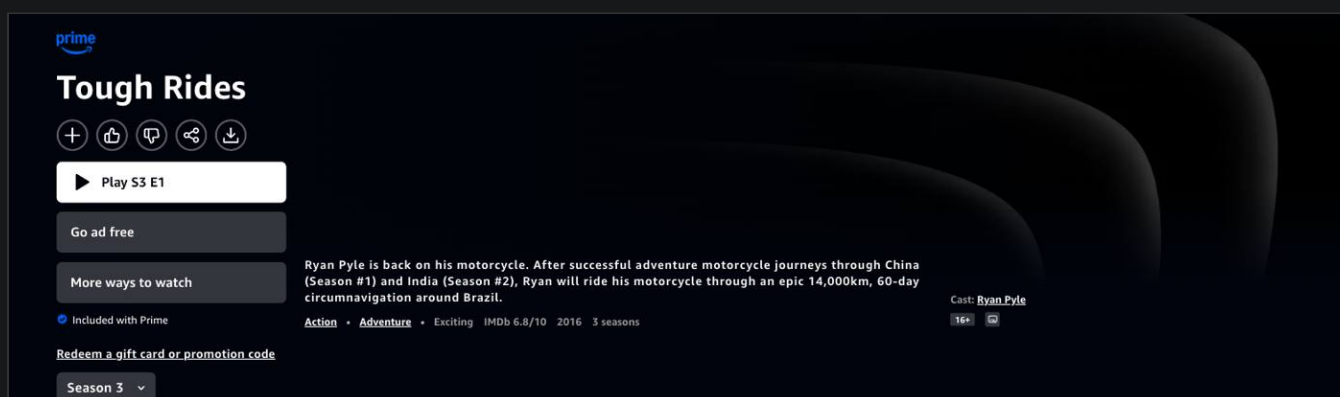
SEASON 1 | CHINA

amazon.co.uk/gp/video/detail/B09VKWGXYX



SEASON 2 | INDIA

amazon.co.uk/gp/video/detail/B0B64N2B5N



SEASON 3 | BRAZIL

amazon.co.uk/gp/video/detail/B09KG22RQJ

Screenshots of the Prime Video UK listings, taken 27 September 2026.

ABOUT RYAN PYLE

EXPLORER, AUTHOR, TELEVISION PRESENTER

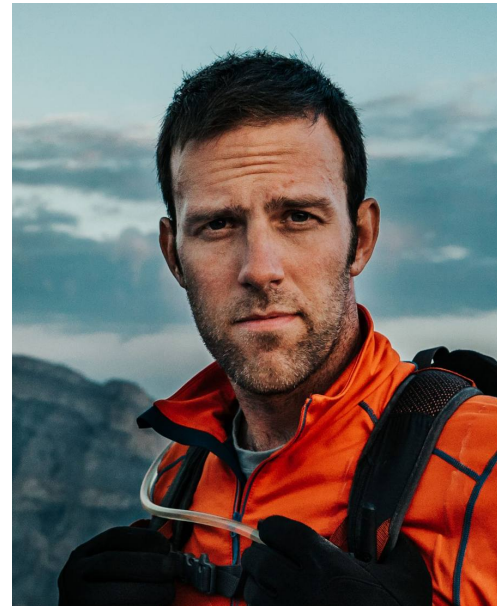
Ryan Pyle spent 18 years living in China. From 2002 to 2010 he covered the country for the New York Times, Time, Newsweek, Forbes and Fortune.

Since 2010 he has led small film crews into some of the most remote and dangerous places on earth, making over 50 hours of adventure television for Discovery Channel, BBC Earth and Travel Channel. His series include Tough Rides, Extreme Treks and Expedition: Asia.

Along the way he set a Guinness World Record for the longest motorcycle trip in one country, wrote four books, published two books of photography and exhibited his photographs around the world. He now lives in the United Kingdom.

WHERE HE HAS SPOKEN

- The London School of Economics, four times
- The Explorers Club, New York, three times
- Royal Geographical Society, Hong Kong and Singapore
- Asia Society Hong Kong; Geographical Society of Philadelphia
- Columbia University, UCLA, University of Toronto, TEDx
- Corporate events for Daimler, BMW Motorrad and Mitsubishi



EVERYTHING YOU NEED TO SELL THE NIGHT

BROCHURE COPY

25 WORDS

Explorer and TV presenter Ryan Pyle on Tough Rides: three motorcycle journeys around China, India and Brazil, told with film, photographs and plenty of mud.

50 WORDS

Ryan Pyle has ridden a motorcycle the whole way around China, India and Brazil and filmed each journey for the television series Tough Rides. In this live show he shares the footage, the photographs and the stories behind them, from roads that turned to mud to the kindness of strangers.

150 WORDS

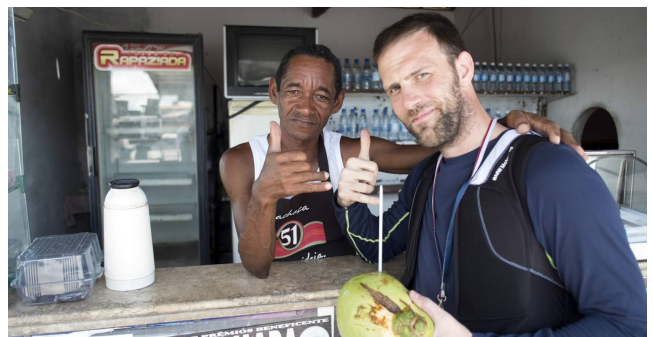
Ryan Pyle spent 18 years in China, first covering the country for the New York Times, Time and Newsweek, then as an explorer and television presenter. With his brother Colin he became the first people to ride a motorcycle the entire way around China, then around India, 14,000 km in 54 days. Then he went alone: 14,000 km in 60 days around Brazil, from the beaches of Rio through the Amazon and back. Each journey became a series of Tough Rides and a book. In this live show Ryan tells the story of all three, with footage from the series, his own photographs and the moments that never made the edit. Expect mud, long roads, generous strangers and the odd elephant. A night for riders, travellers and anyone who has looked at a map and wondered. Books on sale and signed on the night.

WHAT WE SUPPLY

- Trailer: Tough Rides: Brazil opening titles
- Links to all three seasons of Tough Rides on Prime Video UK for your listings
- High resolution photographs, landscape and portrait, cleared for use in your brochure, website, social media and press
- Poster and flyer artwork, A3 and A4, with your venue and date added
- Copy at 25, 50 and 150 words (left)
- Press release and interview availability for local radio and papers in the run up to each date
- Ryan shares every date with his own audience online

BOOKS

The Middle Kingdom Ride, The India Ride and Tough Rides: Brazil. Ryan brings stock, runs the book table and signs after the show. Where your venue takes a commission on merchandise, we are happy to agree it in advance.



SIMPLE TO STAGE

TECHNICAL RIDER

- Projector and screen (16:9) with an HDMI connection at the stage
- Laptop audio into the house PA for film clips
- One radio microphone, lapel or headset preferred, handheld fine
- A small table on stage for the laptop, and water
- House lights down during film
- Access 90 minutes before doors for a technical check
- A table in the foyer for books and signing

Ryan brings his own laptop, clicker, adaptors and a backup copy of the show. The show is one person on stage with no set.

INSURANCE

Public liability insurance is held. Certificate on request.

DEAL

We are open to whatever works best for your venue:

- A fixed fee
- A box office split
- A guarantee against a split
- A room hire, with Ryan taking the box office risk

DATES

The tour runs throughout 2027 and is routed in regional runs, so that venues in the same area share one trip, for example a month in Scotland. Tell us the months that suit you and we will fit your date into the run for your region.





BOOK TOUGH RIDES FOR 2027

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