

THE **WHES** WAY

WA HARD ENDURO SERIES

OUR VALUES

SIMPLICITY

Ride safe, have fun, no fuss.

RIDER-CENTRIC

Every decision, every event, every track — for the riders.

SAFETY

Ride smart. Watch out for each other.

FUN

Challenging yes - but always fun.

OUR CULTURE

NO EGOS

Be humble. Respect everyone.

POSITIVE VIBES ONLY

Support your mates, laugh often.

ONE CHANCE

Play fair and show respect - if not, you're out.

SPORTSMANSHIP

Respect effort. Celebrate everyone, not just winners.

HONESTY & KINDNESS

Be honest, act with integrity, treat everyone well.

Friendly banter is fine — negativity is not.