

June 25, 2025



# Synchrony and KTM North America Partner to Sponsor Babes in the Dirt 2025 Off-Road Adventure Series to Highlight Women Off-Roaders

*Synchrony to Serve as the Official Financing Partner for Babes in the Dirt Sales and Services, KTM to Provide Demonstrations of its Newest Motorcycles*

STAMFORD, Conn. and MURRIETA, Calif., June 25, 2025 /PRNewswire/ -- [Synchrony](#) (NYSE: SYF), a premier consumer financial services company, and [KTM North America, Inc.](#), a subsidiary of KTM AG, Europe's leading high-performance street and offroad motorcycle manufacturer, today announced their joint sponsorship of the [Babes in the Dirt](#) 2025 Off-Road Adventure Series. Founded in 2014, Babes in the Dirt is currently the largest network and event series for women off-roaders in the US.



Babes in the Dirt was created to transform the landscape of the powersports industry and redefine the image of the rider to be inclusive of everyone and welcoming to all. Now in its 11<sup>th</sup> year, the organization has played a pivotal role in helping to increase women's participation—today, women represent the fastest-growing segment in powersports.

"Synchrony supports Babes in the Dirt's mission to open powersports to women all over the world. Over the last year alone, Synchrony has hosted a series of events to unite women in the powersports community and encourage more to follow suit," said Susan Medrano, Senior Vice President & General Manager, Outdoors, Synchrony. "Now, as a sponsor of this year's Off-Road Adventure Series, we are excited to not only drive awareness but to help women hit the trails by offering financing, which plays a critical role in rider participation."

As the sponsor, Synchrony will be the official financing partner for all motorcycle sales and parts, garments and accessories sold through Babes in the Dirt. According to the organization, 23% of 2024 attendees did not already own their own bike but had intentions of purchasing one within the year. For those women, financing was key.

"Babes in the Dirt was created more than a decade ago with the mission of transforming the landscape of the powersports industry by opening the door for anyone and everyone to enjoy these off-road adventures," said Ashmore Ellis, Co-Founder and Owner, Babes in the Dirt. "Now with the help of Synchrony and KTM, we are making it even easier for aspiring women riders of all ages to access the bikes, services, and accessories they need to experience the thrill of off-roading."

As a manufacturer of class-leading motorcycles, KTM knows all about powersports racing. During the 2025 Off-Road Adventure Series, the company will showcase its latest motorcycles and offer participants the opportunity to try them out on-site.

"Growing the sport of motorcycling is not only a passion of ours here at KTM, it's a mission that we are excited to share with all Off-Road Adventure Series participants," said Christy Hall, Vice President, Marketing, KTM North America. "For the upcoming season, we will be working closely with Babes in the Dirt in an effort to help more women experience the excitement and adventure that comes with being on two-wheels."

### **About Synchrony**

Synchrony (NYSE: [SYF](#)) is a leading consumer financing company at the heart of American commerce and opportunity. From health to home, auto to retail, our Synchrony products have been serving the needs of people and businesses for nearly 100 years. We provide responsible access to credit and banking products to support healthier financial lives for tens of millions of people, enabling them to access the things that matter to them. Additionally, through our innovative products and experiences, we support the growth and operations of some of the country's most respected brands, as well as more than 400,000 small and midsize businesses and health and wellness providers that Americans rely on. Synchrony is proud to be ranked as the country's #2 Best Company to Work For® by Fortune magazine and Great Place to Work®. For more information, visit [www.synchrony.com](http://www.synchrony.com).

### **About KTM**

Powered by a distinct READY TO RACE mentality, KTM is Europe's leading high-performance street and offroad sport motorcycle manufacturer based in Mattighofen, Austria. Over the years KTM has built a reputation as a fierce competitor on racetracks around the world. Remarkable success on the world stage is reflected in every product it creates and every move it makes. The passion KTM has for building high-performance motorcycles extends to enhancing the overall experience for the rider. KTM has developed a range of exciting branded products, services, events, accessories, garments and protection items which complete the KTM riding experience. Success on the world stage with KTM's factory racing teams is the ultimate proof of KTM's READY TO RACE attitude. Incorporating race-proven technology into KTM's products allows KTM riders to experience the thrilling performance that defines the KTM brand, for themselves.

### **About Babes in the Dirt**

Babes in the Dirt was intentionally designed 11 years ago to transform the landscape of the powersports industry and redefine the image of the stereotypical motorcyclist to look and be

simply "anyone" and welcome "everyone". To accomplish this, we built a foundation that amplifies unforgettable experiences designed for women to feel supported and comfortable in the spirit of adventure to diversify motorcyclists overall. We are forever evolving & creating ways to bring new riders into the sport through on site events and more. Our goal is to show women that this is just the beginning of their story which can be shared with friends, family, and continues with them throughout their entire lives with off-road riding. From our new riding events to our most challenging adventure series that span worldwide and everything in between, there is space to learn, grow, and challenge yourself each step of the way with Babes in the Dirt.

**Contact:**

Lauren Devilbiss  
Synchrony  
[lauren.devilbiss@syf.com](mailto:lauren.devilbiss@syf.com)  
240-814-5825



View original content to download multimedia:<https://www.prnewswire.com/news-releases/synchrony-and-ktm-north-america-partner-to-sponsor-babes-in-the-dirt-2025-off-road-adventure-series-to-highlight-women-off-roaders-302490251.html>

SOURCE Synchrony