



## **AFRICA ECO RACE**

**6 COUNTRIES** 

12 STAGES

**1 REST DAY** 

700 PEOPLE

1 LOOP

**#AER2020 STORYLINE** 

**CLICK HERE** 

## THE WINNERS







**FERRIT** 

OUR PASSION

YOUR DREAM

THE ADVENTURE

## AFRICA ECO RACE MOST AUTHENTIC AFRICAN RALLY

- THE ONLY AFRICAN MARATHON RALLY
- 3 AFRICAN COUNTRIES: MOROCCO, MAURITANIA, SENEGAL
- AN AUTHENTIC RALLY, AS BACK IN THE DAYS
- BIVOUACS IN THE MIDDLE OF NOWHERE, UNIQUE SCENERIES
- 6500 KM FOR 12 DAYS RACING
- AN ECO RESPONSIBLE RALLY (local providers, energy economy, help to local populations)
- A CARAVAN OF MORE THAN 600 PEOPLE (with 160 people of the organization)
- SECURITY: HELICOPTERS, PLANES, IRITRACK GPS/SENTINEL, MEDICS, SANITARY REPATRIATION, SWEEP VEHICLES





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### **KEY FACTS**

- 2020 RECORD EDITION FOR THE BIKES CATEGORY(+ 100 %)
- CONSTANT NOVELTIES (NEW BIVOUACS AND NEW TRACKS)
- OPEN TO ALL VEHICLES (car, SSV, truck, bike, atv), INCLUDING HYBRID OR NEW ENERGY VEHICLES
- SSV XTREME RACE A DEDICATED RANKING FOR SIDE BY SIDE VEHICLES
- A VARIED ROUTE WITH A MAXIMUM OF SAND TRACKS AND DUNES
- A MINIMUM OF LIAISON AND A MAXIMUM OF START/ FINISH AT THE BIVOUACS
- A REST DAY ON THE SHORES OF THE ATLANTIC
- FINISH PODIUM CEREMONY AT THE MYTHICAL LAC ROSE,
   FOLLOWING THE FOOTSTEPS OF THIERRY SABINE







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# ON THE FOOTSTEPS OF THIERRY SABINE...

#### AN EVER LASTING RALLY

for more than 12 years

2<sup>nd</sup> RALLY RAID IN THE WORLD

#### « THE BIGGEST CHALLENGE »

for drivers across the world

#### **A DREAM**

for all the passionate of the sport

#### A MYTHICAL EVENT

as the Paris-Dakar from back in the day

#### A FAMILY

with common values and the wish to keep the real spirit of rallying



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## - IN RACE -145 VEHICLES OVER 200 COMPETITORS







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## FOLLOWED GLOBALLY TV BROADCAST

#### **MEDIA**

**+ 100** journalists worldwide covering the rally



#### **BROADCASTERS**



+ 100 channels following the race ACROSS THE WORLD

#### **COVERAGE**

+ 1000 hours of TV programs in the world



#### **AUDIENCE**



over 1.2 million hours viewed

Ianguages

250 M page views /month

31 M unique users /month

10 M engaged social users



motorsport.tv

motorsport

NETWORK





10 HOURS

Of program broadcast

280 MILLION

Active audience

25 COUNTRIES

50% of the African continent

CANAL+ AFRIQUE





### UNIQUE IN-HOUSE TV PRODUCTION TEAM

A TEAM OF OVER 25 EXPERIENCED
PROFESSIONALS TO COVER THE RACE DAILY
AND PROVIDE EXCLUSIVE FOOTAGE TO OUR
BROADCASTERS







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### A PASSIONATE COMMUNITY



#### **FACEBOOK**

800.000 video views + 2 000 000 global reach 700.000 interactions

#### **YOUTUBE**

150 000 video views +1 000 000 interactions





#### **WEBSITE**

230 000 visitors 400 000 interactions 1 000 000 pages viewed

#### **INSTAGRAM**

1 200 000 story views 300 000 publication reaches 25 000 LIKES





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### **FACEBOOK - BIVOUAC LIVE**

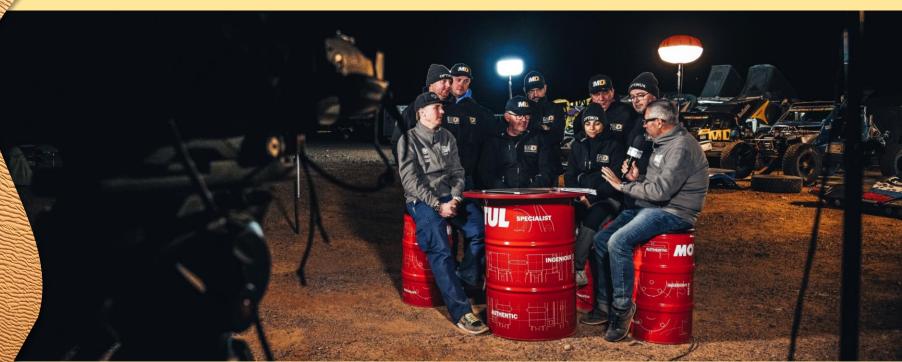
The Bivouac Live concept began on the 10th edition of the AFRICA ECO RACE and has since then been an unmissable rendez-vous, every evening, for all the passionate fans, friends and families following the race. Stay tuned for a new enhanced format on the 13th edition.



+ 350 K TOTAL VIEWS

+ 660 K PI

PEOPLE REACHED





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# A GLOBAL VISIBILITY FOR SPONSORS AND COMPETITORS

- 2nd MOST VISIBLE RALLY IN THE WORLD
- AN IN-HOUSE TV PRODUCTION TEAM OF OVER 25 PEOPLE
- DAILY PROGRAMS: A 4 TO 7 MINUTE NEWS ACCESS + A 13 MINUTE SUMMARY (FREELY AVAILABLE TO TV CHANNELS WITH SCRIPT)
- AGREEMENT WITH INTERNATIONAL JOURNALISTS TO COVER THE ENTIRE RALLY IN AFRICA
- UNIQUE FOOTAGE AVAILABLE TO ONSITE PRESS (IN CLOSE COLLABORATION WITH THE PRODUCTION TEAM)
- DAILY PRESS RELEASE AND PHOTOS (FREE OF COPYRIGHT)
- WEBSITE AND SOCIAL MEDIA WITH TEASERS, FACEBOOK LIVE,
   EXCLUSIVE CONTENT...





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## THE ECO IN AFRICA ECO RACE

- NEW ENERGY CATEGORIES (ELECTRIC, BIOGAZ, HYDROGEN ...)
- DEVELOPMENT AND RESEARCH FOR CLEAN ENERGY VEHICLES
- CONTRIBUTION TO LOCAL ECONOMY
- REDUCTION OF ENVIRONMENTAL IMPACT (USE OF SOLAR ENERGY FOR SOME ORGANIZATION 4X4S)
- PARTNERSHIP WITH AMADE MONDIALE: ECO PARTICIPATION IN THE ENTRY FEES (ECO-RESPONSIBLE, HUMANITARIAN AND EDUCATIONAL)
- ECONOMICAL PRICE FOR A ALL-INCL. 12-DAY RALLY





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### THANK YOU TO ALL OUR **PARTNERS AND SPONSORS**



## Sunreef Yachts













































