



**- IN RACE -
145 VEHICLES
OVER 200 COMPETITORS**



15 TRUCKS



**50
AUTOS/SSV**



**80 BIKES
+100% increase**

6 COUNTRIES

12 STAGES

1 REST DAY

700 PEOPLE

1 LOOP

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

AN EVER LASTING RALLY

for more than **12 years**

**THE BIGGEST RALLY
RAID IN AFRICA**

« 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



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



ON THE FOOTSTEPS OF THIERRY SABINE...