

MEDIA REPORT MONACO – DAKAR 12th EDITION

2020

MONACO

AFRICA
ECORACE®

DAKAR



Sunreef Yachts
LUXURY CATAMARAN MANUFACTURER

#AER2020



JANUARY 5TH - JANUARY 19TH



Sur les traces de Thierry Sabine!

AFRICA ECO RACE

6 COUNTRIES

12 STAGES

1 REST DAY

700 PEOPLE

1 LOOP

#AER2020 STORYLINE

[CLICK HERE](#)

THE WINNERS

N°420

**Miklos KOVACS
Laszlo ACS
Peter CZEGLEDI**

**QUALISPORT
RACING**



N°101

**Alessandro BOTTURI
TEAM BOTTURI**



N°204



**Patrick MARTIN
Lucas MARTIN
TEAM MMO**



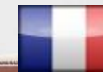


Benoît FRETIN
Cédric DUPLÉ **N°250**
B2F Compétition



Amaury BARATIN

N°195





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A LEGEND

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

2nd 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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50
AUTOS/SSV

- IN RACE -
145 VEHICLES
OVER 200 COMPETITORS



15 TRUCKS



80 BIKES
+100% increase



FOLLOWED GLOBALLY TV BROADCAST

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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



81 countries
17 languages

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



france télévisions





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 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





SEE YOU IN 2021

#AER2021

MONACO - DAKAR

THE REAL SPIRIT OF RALLYING

