



- 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



FACEBOOK

800.000 video views
+ 2 000 000 global reach
700.000 interactions

AN EVER LASTING RALLY

for more than **12 years**

YOUTUBE

150 000 video views
+1 000 000 interactions



2nd RALLY RAID
IN THE WORLD

« THE BIGGEST CHALLENGE »

for drivers across the world



WEBSITE

230 000 visitors
400 000 interactions
1 000 000 pages viewed

A DREAM

for all the passionate of the sport

INSTAGRAM

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



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

ON THE FOOTSTEPS OF THIERRY SABINE...