

# MEDIA REPORT

FEBRUARY 2024



15TH EDITION

2024

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# ABOUT

The **Africa Eco Race** was born in 2008 through the collaboration of men who have made history in the greatest off-road rallies: Jean Louis Schlessler, Hubert Auriol, and René Metge.

Since then, the **'MONACO - DAKAR'** has connected two continents, from Europe to Africa, culminating on the shores of the legendary Lac Rose in Dakar.

Africa, the legendary land of rallies, was the perfect continent to highlight the true essence of this discipline: conviviality, authenticity, solidarity, and sportsmanship.

To ensure that the greatest number of competitors could reach the mythical Lac Rose in Dakar, the Africa Eco Race adjusts the participation regulations. Everyone can thus follow in the footsteps of the legend Thierry Sabine.

This 2024 edition covered over 6000 kilometers in 15 days.

**The Africa Eco Race is the only rally in the world to cross several countries.**



# THE ROUTE

The 15th edition of the Africa Eco Race began its journey from Monaco on **December 30th** and finally concluded its adventure on the magnificent shores of **Lac Rose** in Dakar on **January 14th**.

Twelve stages across the vast African territory, proudly crossing the borders of three different countries, offering participants and enthusiasts breathtaking landscapes and an extraordinary adventure.

## 6000 KM THROUGH 4 COUNTRIES

**MONACO**

OFFICIAL START

**SÈTE (FERRY)**



**MOROCCO**

5 STAGES  
(ONE REST DAY)

**MAURITANIA**

6 STAGES

**DAKAR**

LAST STAGE  
FINISH & PODIUM



# MEDIA REPORT

PRESS

1300

+182%\*

THAT'S THE NUMBER OF ARTICLES MENTIONING THE AFRICA ECO RACE DURING THE RALLY.

1,7 BILLION : THAT'S THE NUMBER OF POTENTIAL VIEWS OF PRESS ARTICLES IN WHICH THE AFRICA ECO RACE WAS MENTIONED IN.

1.7  
BILLION

+126%\*

## AN INTERNATIONAL IMPACT

**CORRIERE DELLA SERA** **CORRIERE MOTORI**  
PROVE MOBILITÀ SOSTENIBILE SALONI ED EVENTI  
Tecnologia Incentivi Marche Nuova mobilità Foto Specia  
**Da Monaco di Baviera a Dakar con una Porsche 911 e un solo treno di gomme Pirelli**  
di Andrea Paoletti  
Una Porsche 911 Dakar equipaggiata con pneumatici strad Pirelli Scorpion All Terrain Plus ha percorso 7 mila chilometri affrontando anche le pietraie della Africa Eco Race

**Yahoo! Finance**  
Actualités | US | hier · 16:53  
**Pirelli: Tyres for two iconic Porsches, extreme adventures in desert and ice**  
Pirelli Pirelli: Tyres for two iconic Porsches, extreme adventures in desert and ice Pirelli kicks off 2024 by outfitting the extreme ...  
... of Munich in Germany, reaching **Dakar**, the capital of **Senegal**, following the route of the **Africa Eco Race** rally. An outstanding achievement ...  
car, Dakar, Race, raid, race, Senegal, Africa Eco Race

**L'INDEPENDANT**  
Accueil > Sport > Auto-Moto > Rallyes - Raids  
**Céret : Nicolas Borrat au cœur d'un rallye dans le désert africain**  
ABONNÉS  
Jusqu'à 50% de réduction sur les abonnements

**Pascal Feryn en Kurt Keyzers beste Africa Eco Race**  
2 weken geleden · Willo Claerhout  
Pascal Feryn en Kurt Keyzers beste wagen in de Africa Eco Race  
Feryn Dakar Sport: Pascal Feryn en Kurt Keyzers (Toyota Hilux) hebben bij hun

**BNN Breaking · Salman Khan**  
Actualités | HK | 17 janv. · 07:06  
**Vanessa Ruck Conquers Sahara in 2024 Africa Eco Race**  
Vanessa Ruck Conquers Sahara in 2024 Africa Eco Race Vanessa Ruck, better known as 'The Girl On A Bike', has etched her name in the annals ...  
... for motorcycling. The **Africa Eco Race Challenge** The **Africa Eco Race** is no ordinary **race**. It tested Ruck's endurance to its limits, with ...  
Car, SSV, Truck, race, Morocco, Dakar, Senegal, Africa Eco Race  
1.22M Portée  
Positif

**Joan Pedrero vince Africa categoria maxitrail**  
Giovvedì 25 Gennaio 2024, 07:05  
Joan Pedrero, pilota d'élite della **Dakar**, è entrato ancora una volta nella storia concludendo la edizione dell'**Africa Eco Race** su una Harley-D Pan America 1250<sup>th</sup>. Il pilota si è classificato primo nella categoria maxitrail e 25° in assoluto. Per Pedrero ha gareggiato alla guida della Pan America 1250<sup>th</sup> - il primo modello Adventure Touring di Harley-

**Mobiwisy · Gautier Calmès**  
Actualités | FR | 16 janv. · 12:19  
**L'Apache Hybride s'impose en Afrique**  
Apache Automotive a dominé l'**Africa Eco Race** avec la victoire de Gautier Paulin et les cinq victoires d'étapes de Pierre-Louis Loubet.  
... dominé l'**Africa Eco Race** avec la victoire de Gautier Paulin et les cinq victoires d'étapes de Pierre-Louis Loubet. Apache Automotive a été ...  
rallye, raid, Africa Eco Race, Afrique  
647k Portée  
Neutre

\*Compared to the previous edition.

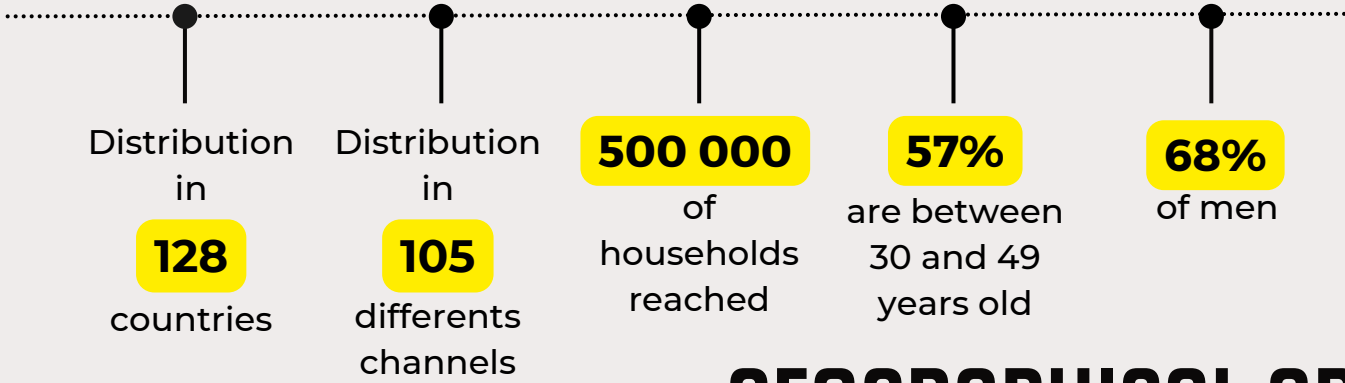
\*Starting from February 25th.

DOWNLOAD THE REPORT \*

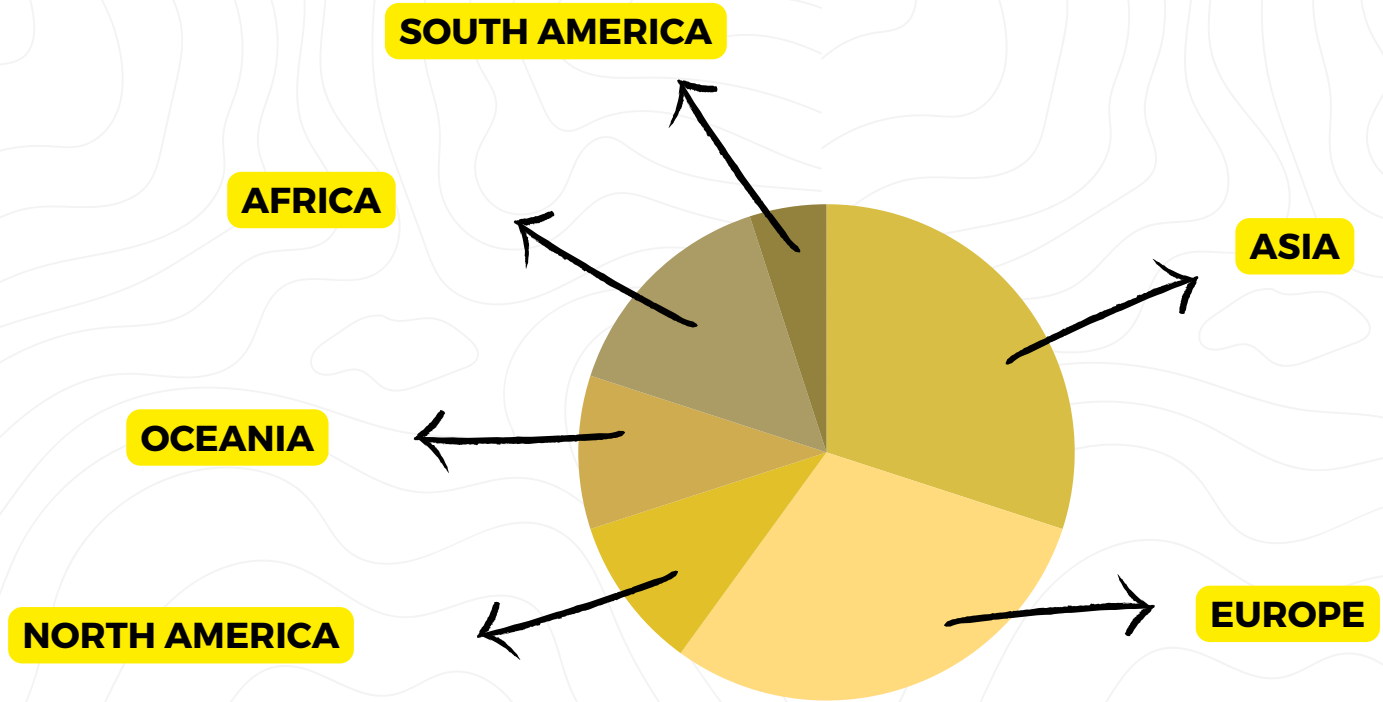


# MEDIA REPORT

## TELEVISION



## GEOGRAPHICAL AREA



# MEDIA REPORT

## TELEVISION



TOTAL HOURS VIEWED FOR THE 2024 EDITION

This attests to the interest generated by our content and clearly demonstrates that **Africa Eco Race** has succeeded in **captivating a diverse** and passionate audience, through this immersive and enriching experience for all the participants. Each hour viewed represents a valuable investment of time from our audience, underscoring the perceived value of our event.



THAT'S THE NUMBER OF CORRESPONDENT JOURNALISTS WHO FOLLOWED US WORLDWIDE DURING OUR 2024 EDITION.

Over **100 journalists** follow our event worldwide during the 2024 edition is a clear indication of the global reach and relevance of our activities



THAT'S THE NUMBER OF DIFFERENT TV CHANNELS THAT BROADCASTED US WORLDWIDE.

DOWNLOAD THE REPORT BELOW ↓



# MEDIA REPORT

ONLINE



With simultaneous broadcasting on over **50 online channels**, this immersive experience transcends the traditional boundaries of television and media distribution.

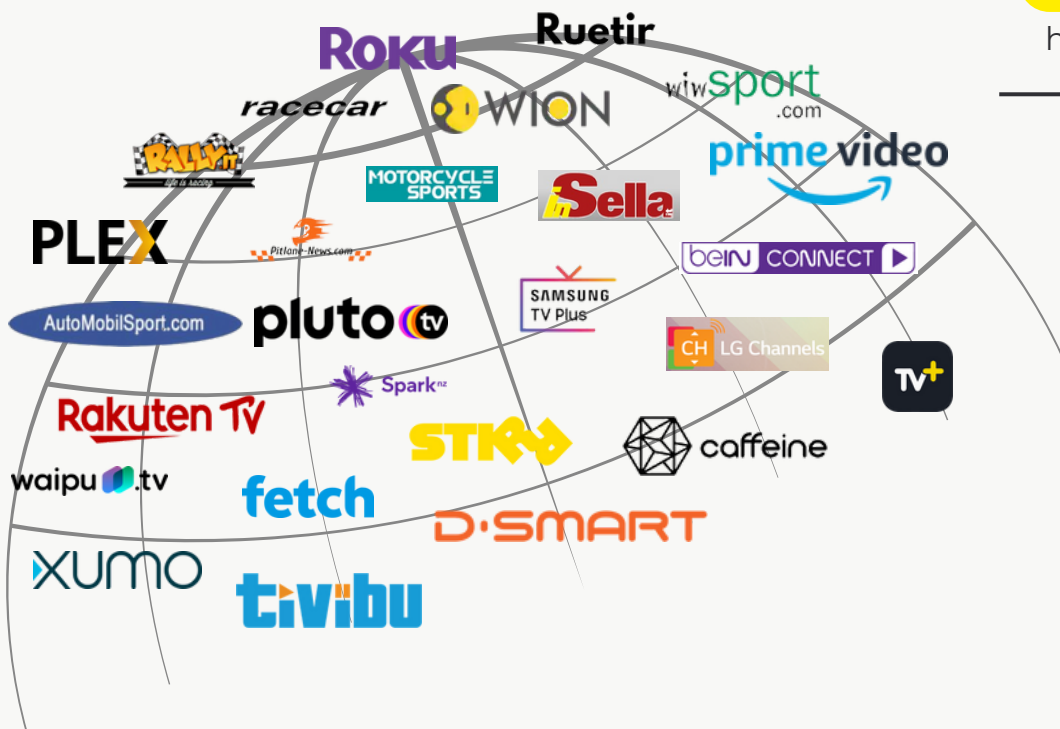
This 15th edition reached over one billion households across 5 continents

+50

broadcasted on over 50 online channels

1 milliard

households reached



DOWNLOAD THE DETAILED REPORT



\*Starting from February 25th.



# MEDIA REPORT

## SOCIAL MEDIA

The unprecedented and historic outcomes since the inception of the **AFRICA ECO RACE**.



### FACEBOOK

**1 MILLION**

**+300 % \***

people reached during the rally period.

**246 000**

**+700 % \***

people visited our Facebook page during this period.

**91 000**

**+100 % \***

This is the number of followers after this **15th edition**.



### INSTAGRAM

**76 000**

**45 900**

**+200 % \***

visited our Instagram account during this period

**51 000**

**+110 % \***

followers on Instagram.



The statistics indicate an increased expansion and engagement of the audience on **our social media and channels** with notable growth in coverage, page visits, and the number of followers!

*\*Compared to the previous edition*

# MEDIA REPORT

## SOCIAL MEDIA & WEB



### YOUTUBE

**500 000**

**+200 % \***

views during the rally period

**5 540 000**

**+200 % \***

impressions during the rally period

**+5000**

subscribers in 15 jours



### TIKTOK

**200 000**

"Likes" on our TikTok posts

**19 000**

Followers on TikTok



### WEBSITE

**WWW.AFRICARACE.COM**

**635 000**

**+50 % \***

Page views on our website

**180 000**

**+100 % \***

Visits during the Africa Eco Race



# AFRICA ECO RACE



The Africa Eco Race has always been a sustainable rally, making values of ecology, social and solidarity economy, and humanitarianism a cornerstone of its business model.



- Offsetting **carbon footprint** down to the kilo
- Reducing the **environmental impact** of the rally by powering support vehicles with solar energy
- The experimental category of "**clean**" vehicles (biogas, hydrogen)
- Contributing to research and development of new clean vehicles



- Contribution to the local economy
- Partnership with **AMADE** Mondiale allowing distribution of solar lamps benefiting local populations
- A percentage is deducted from the commitments of competitors who wish to participate in these donations
- Humanitarian aid to the local population (Distribution of school supplies, medical equipment, toys...)
- On average, one-third of competitors collect donations before each race to give back to local populations

# OUR PARTNERS

This exceptional adventure would not be possible without the support and commitment of our **partners**, brands, and institutions who share our bold vision.

Thanks to them and to the **180 members** of the organization without whom nothing is possible!



# SEE YOU IN 2025! MONACO-DAKAR

