

# MEDIA REPORT

16TH EDITION





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# THE AUTHENTIC ADVENTURE

Created in 2008 by three legendary figures of cross-country scene—**Jean-Louis Schlesser, Hubert Auriol, and René Metge**—the Africa Eco Race continues the legacy of the great African rally by linking Monaco to Dakar.

Each year, competitors cross spectacular and demanding landscapes, from cosy Europe to the vast African wildness, before reaching the mythical shores of Lac Rose.

Africa, the cradle of rally-raid, embodies the very essence of this discipline: authenticity, solidarity, self-surpassing and human adventure.

Because the dream of reaching Dakar must remain accessible to all, the **Africa Eco Race 2025** has adapted its regulations to allow as many enthusiasts as possible to follow in the footsteps of Thierry Sabine.

**2025 Edition:** Over **6,000** kilometers in 13 days for an extreme and unforgettable adventure.

A one-of-a-kind rally, crossing Morocco, Mauritania, and Senegal.

Far from artifice, close to the legends: here, the adventure is real!



# NEW FEATURES IN THIS 16TH EDITION

Departing from **Monaco on December 28th**, the Africa Eco Race once again wrote a memorable chapter in its history, culminating in a grand finale on the legendary shores of **Lac Rose in Dakar on January 12th**.

This year, technical and administrative checks took place in Italy, across **Bordighera, Camporosso, and Vallecrosia**.

During **12 intense stages**, competitors crossed three countries, faced breathtaking landscapes and extreme challenges. Endless dunes, rocky tracks, and vast African plains provided a spectacular backdrop to this extraordinary adventure, where every kilometer forged unforgettable memories.

Motorcycles, more numerous than ever, once again demonstrated the growing enthusiasm for this category, while the Historic category, in its second year, was a great success. A true race within the race, this regularity challenge attracted classic vehicle enthusiasts eager to take on the strategic and technical challenge.

Major novelty this year: for the first time, an authentic stage deep in the Senegalese bush was integrated into the route, adding a whole new dimension to this already exceptional adventure.

## MONACO

Official start



## MAURITANIE

6 stages



## MARSEILLE

Ferry trip all the way to Tanger  
thanks to 



## SÉNÉGAL

1 stage



## MAROC

5 stages and 1 rest day in  
Dakhla



## DAKAR

Finish and podium ceremony



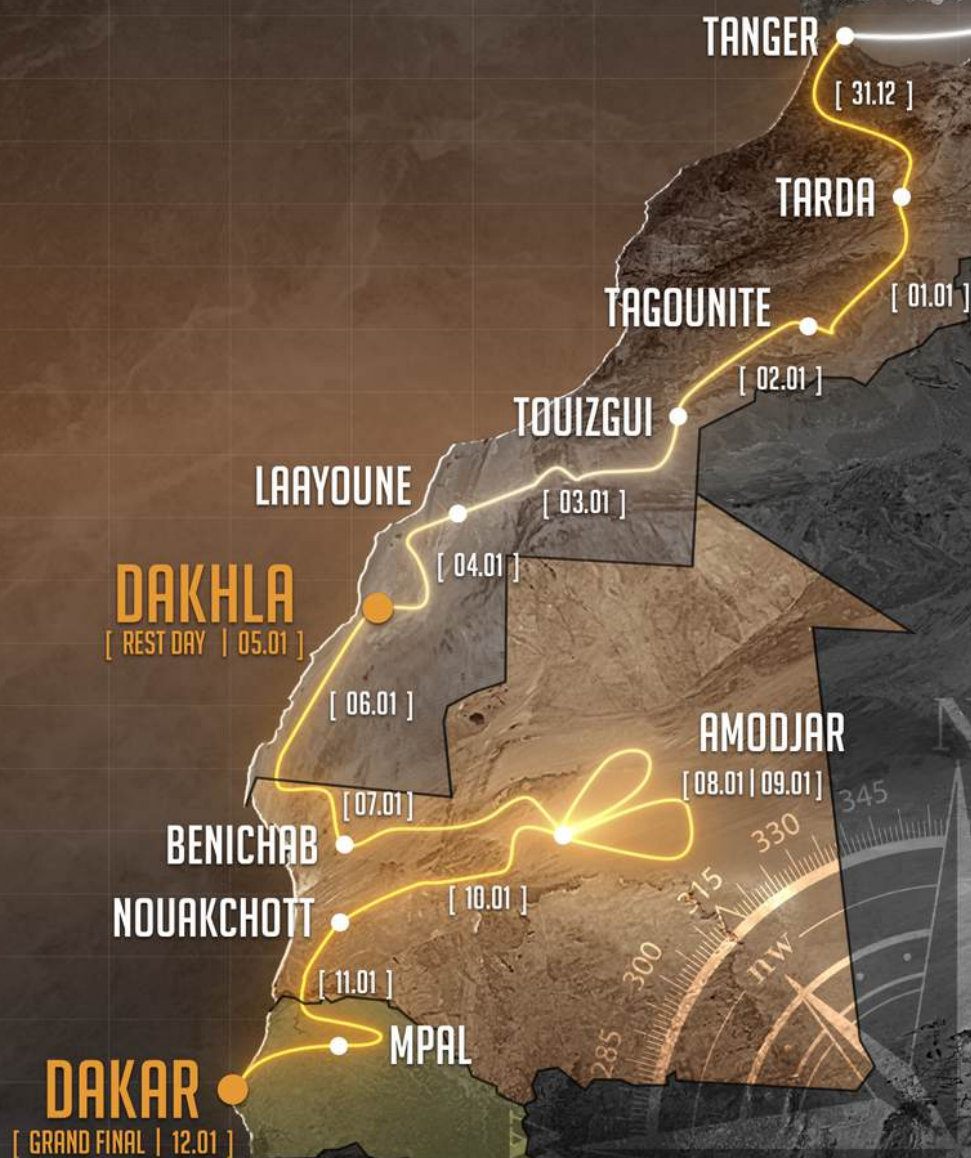
# THE ROUTE



**DEC 28 - JAN 12**

**2025 [ 16TH EDITION ]**

**MONACO**  
[ START | 28.12 ]



**THE REAL RACE TO**  
**DAKAR**

# PRESSE COVERAGE

**1600** NUMBER OF ARTICLES MENTIONING THE AFRICA ECO RACE DURING THE RALLY.

**2 460 000** ESTIMATED NUMBER OF VIEWS.

**2 960 000 000** TOTAL POTENTIAL AUDIENCE.

**32 000 000 €** ADVERTISING VALUE EQUIVALENT.

## A MAJOR ADVERTISING IMPACT

The Africa Eco Race 2025 generated a media visibility equivalent to €32 million in advertising space value!

**With 1600 articles published, an estimated 2.96 billion views and massive exposure across TV and digital medias, the race stands out as a must-watch event in the rally-raid world.**



# TOP PRESS ARTICLES



44 million potential views

## AFRICA ECO RACE: APRILIA S'IMPOSE DE JUSTESSE

ACTUALITES - MOTOS - SPORTS Vincent Marique Publié le 14 janvier 2025



20 million potential views

Accueil > Actu Sport Auto > Africa Eco Race 2025 : le triomphe de Benoît Fretin !

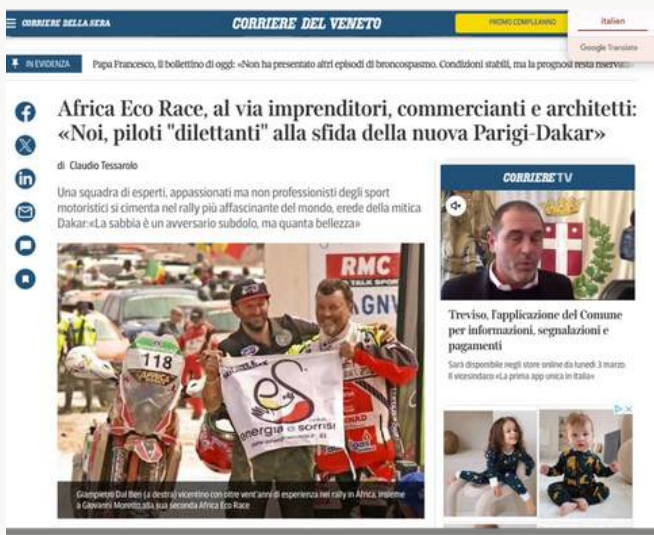
## Africa Eco Race 2025 : le triomphe de Benoît Fretin !

Par Simon Delporte, le 01/13/2025 - 3 minutes de lecture

afrika eco race Benoît Fretin Century



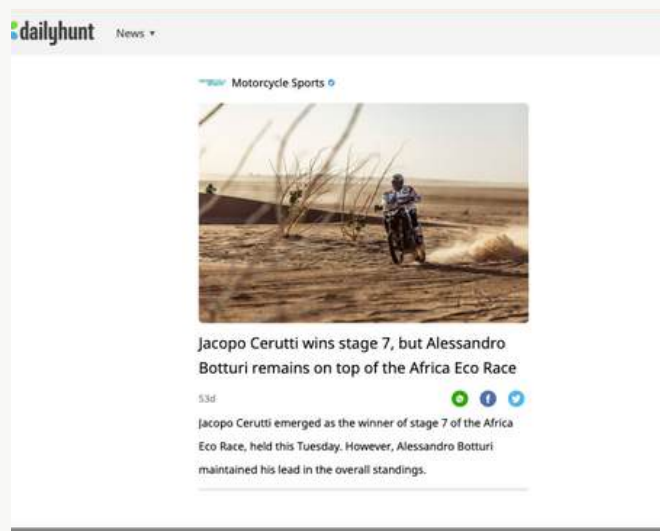
24 million potential views



23.5 million potential views



20.9 million potential views



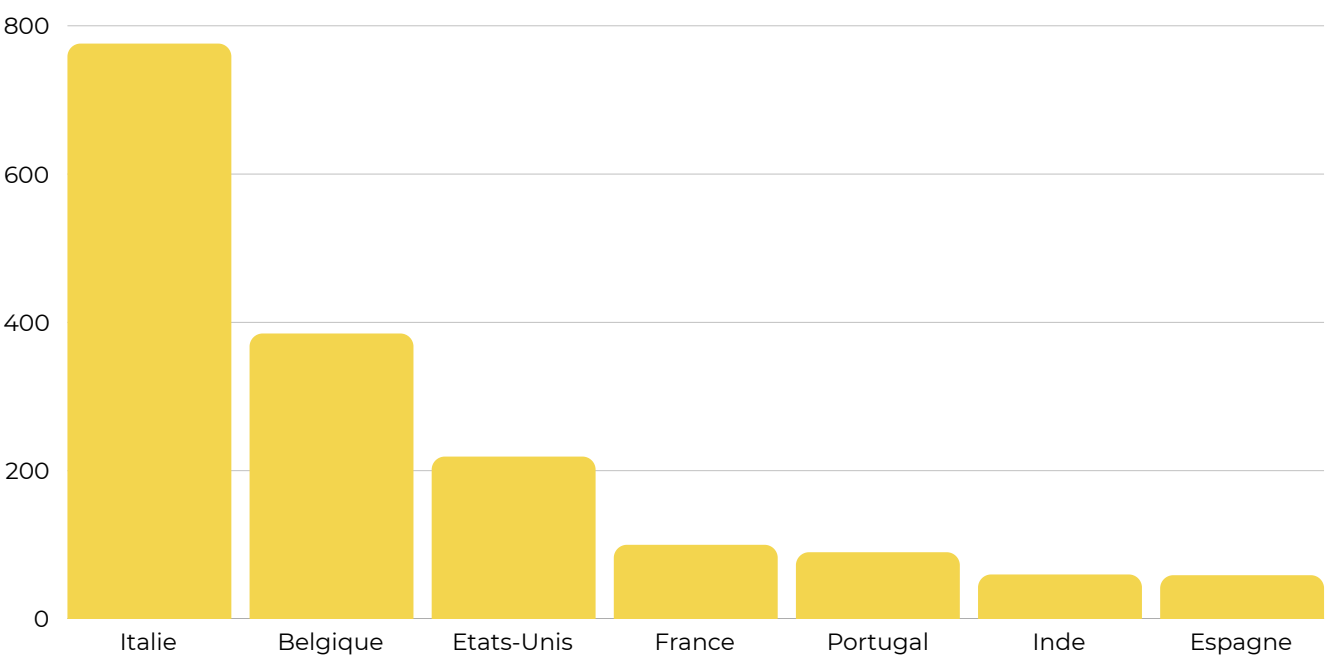
16 million potential views

# AN INTERNATIONAL AUDIENCE

The **Africa Eco Race 2025** enjoyed **global media coverage**, with articles published in nearly every country around the world. While the audience remains particularly strong in Italy, it has seen significant growth in other regions, reflecting the rally's expanding international appeal.

Italy was especially well represented, thanks to the participation of star riders like **Jacopo Cerutti and Alessandro Botturi**, iconic figures in rally-raid, who attracted a large audience and extensive media coverage.

This year, the event gathered competitors from over **27 nationalities**, illustrating its global reach. Many participants were accompanied by correspondents from their home countries, further increasing media exposure and expanding the rally's presence worldwide.



# TELEVISION

The **Africa Eco Race 2025** retained exceptional global visibility, thanks to a strategic distribution on major channels and platforms, reaching hundreds of millions of viewers across TV and digital medias.



- Total media involved: **108**
- Programs: **"13 Minutes" & "News Access" over 12 days**
- Broadcast in: **122 countries**
- Cumulative TV audience: **878 655 800 households**
- Digital audience: **1 353 060 000 users**

Broadcast live on over **68 online channels**, the Africa Eco Race experience extends far beyond traditional broadcasting.

**+68**

Broadcast on more than 68 online channels

This 16th edition reached more than **a billion households** across five continents. With thousands of mentions and shares online, the event continues to be a global phenomenon.

**1.3 billion**

1.3 billion households reached

**317 h**

317 hours of broadcasting

# SOCIAL MEDIA



## FACEBOOK

**3 000 000 views**

**97 000**

Number of **followers** after this edition

**2 000 000**

**+700 %\***

people visited our Facebook page during the event



## INSTAGRAM

**2 527 004**

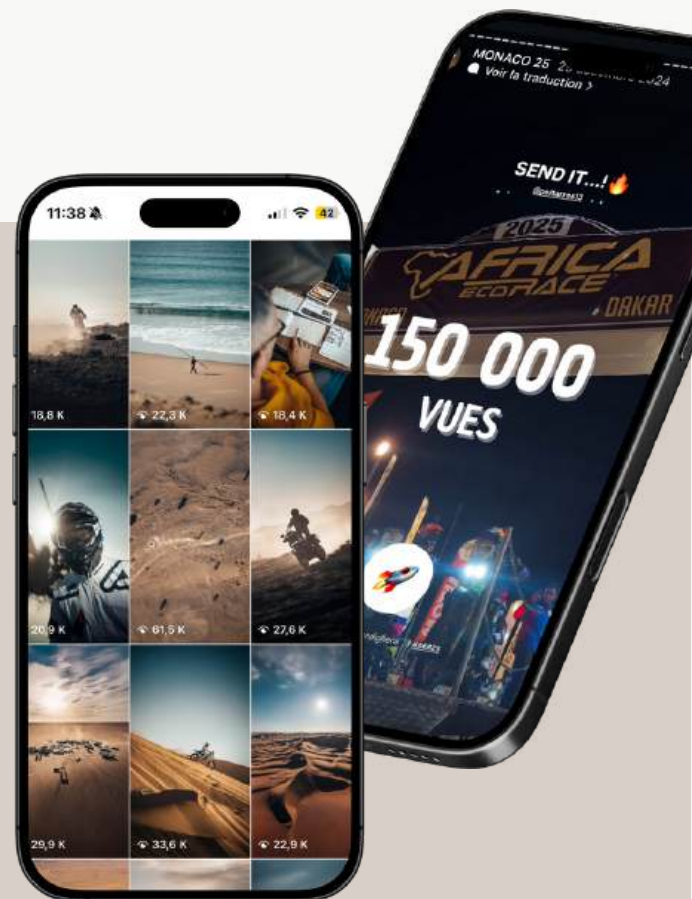
people reached during the rally

**418 000** | **+450 % \***

Instagram visits during the period

**60 791** | **+20 % \***

Instagram followers



The statistics show significant audience growth and increased engagement on **Facebook** and **Instagram**, with notable increases in reach, page visits, and follower count!

*\*Compared to the previous edition*

# SOCIAL MEDIA AND WEBSITE



YOUTUBE

**400 000**

views during the rally

**+5 000**

new subscribers in 15 days

**3 700 000**

impressions during the rally



TIKTOK

**226 000**

likes on our TikTok posts

**20 500**

TikTok followers



SITE WEB

**WWW.AFRICARACE.COM**

**600 000**

**+50 %** \*

page views on our website

**170 000**

visits during the Africa Eco Race

*\*Par rapport à l'édition précédente*

# AFRICA **ECO** RACE: OUR COMMITMENTS

The Africa Eco Race has always placed sustainability, ecology, and solidarity at the heart of its mission. More than just a rally, it is an event committed to reducing its environmental footprint, supporting technological innovation, and promoting local economies.

## Controlled Carbon Footprint

- Precise carbon offsetting: Every kilogram of CO<sub>2</sub> emitted is measured and compensated.
- Reduced environmental impact: Solar-powered batteries for support vehicles.



## Innovative energy solutions in partnership with ZENDURE.

This year, the Africa Eco Race is taking a major step forward with its partnership with ZENDURE, a specialist in innovative energy solutions.

- Supplying dozens of batteries and providing the organization with clean energy throughout the rally.
- A step forward towards a more energy-independent event, significantly reducing the reliance on generators.



# AFRICA **ECO** RACE: OUR COMMITMENTS

## Supporting Clean Vehicles & Research

- Experimental category for clean-energy vehicles (biogas, hydrogen, alternative energy).
- Active contribution to R&D for sustainable rally solutions.



## Humanitarian Engagement & Local Economy

- Partnership with **AMADE** Mondiale: Distribution of solar powered lamps to local communities.
- **Humanitarian aid: Distribution** of school supplies, medical equipment, and toys along the route.
- Direct contribution from competitors: A percentage of entry fees is donated to solidarity actions.
- One-third of participants raised money before the race to support local populations.



# OUR PARTNERS

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

A huge thank you to them and to the **180 members** of the organization, without whom none of this would be possible!



# FOCUS ON 2026!

The Africa Eco Race 2026 introduces major innovations, aimed at enhancing the participant experience and increasing media impact.



- **New Dates: January 24th – February 7th, 2026** : Optimised organisation and improved race conditions.
- **Revised Format:** More fluidity, maintaining the same level of adrenaline and technical challenges.
- **Streamlined Logistics:** A more flexible and simplified structure, making it easier for teams to participate.
- **Optimised Pricing:** Additional efforts to make the event even more accessible.
- **New Route:** Entirely renewed stages, offering fresh challenges and breathtaking landscapes.

# FOCUS ON 2026!



## Growing Enthusiasm from Pre-Registrations

From February 15th to March 30th, a pre-registration phase with a unique rate and limited spots was launched. Nearly all categories saw high demand, confirming the rally's increasing appeal.

This enthusiasm reflects a growing interest and a strong anticipation from competitors, who are securing their spots well in advance to ensure their participation.

## Opportunities & Visibility for Partners

The 2026 edition is set to be a key milestone in the media expansion of the **Africa Eco Race**, with a growing audience and steadily increasing media exposure.

These strategic developments guarantee enhanced visibility for partners, driven by extensive broadcasting and a rising interest from both media and the public.



# THANK YOU!

