

The image features a close-up, slightly blurred view of the American flag's stars and stripes. A gold-colored silhouette of the United States map is centered in the lower half. Overlaid on the map is a black rectangular box with rounded corners and a thin white border. Inside this box, the text "DAKAR CHALLENGE" is written in a bold, white, sans-serif font, with "2013" centered below it. Two short horizontal white lines are positioned on either side of the year "2013".

**DAKAR
CHALLENGE**
— 2013 —



XAVIER GAVORY

Head of Competitors Department – Sporting Coordinator



| The Dakar Rally – *The Ultimate adventure*

| 34 years **HERITAGE**

| From **AFRICA** (1979-2008)...
... to **SOUTH AMERICA** (since 2009)

| **5000+** miles overall route

| **3000+** miles of race

| 15 days of **TOUGH COMPETITION**

| **3 COUNTRIES** crossed

OPEN SPACES, FREEDOM,
BREATH TAKING sceneries



745 competitors – 449 race vehicles

A record of **53** nationalities

Open to Bikes, Trucks and Cars (**FIA** and **SCORE**)
(exception of classes 1/2 -1600 and 5-1600)

A « moving city »: **3000** people,
1000 vehicles





113 registrations of US competitors recorded over the last 10 editions

Dan **McMillin**

Mark **Miller**

Kurt **Caselli**

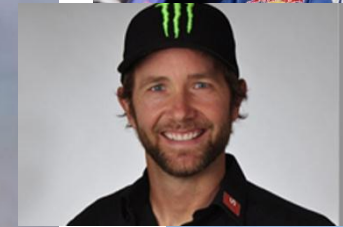


Robby **Gordon**

Jonah **Street**

Quinn **Cody**

Ronn **Bailey**



Johnny **Campbell**

BJ **Baldwin**

Chris **Blais**





| A massive success



4,6M spectators alongside the route in 2013

1200h of broadcast, in...

190 countries, through...

70 broadcasters
1B viewers

In the USA on





**DAKAR
CHALLENGE
— 2013 —**

➔ **A Worldwide Label,** given to 5 selected events around the globe.

TECATE SCORE BAJA 500 (Mexico) - 31 may / 2nd of June

DESAFIO RUTA 40 (Argentina) - 15th / 22nd of June

TOYOTA BOTSWANA KALAHARI 1000 DESERT RACE (Botswana) 20th to 22nd of June

RENO 500 (USA) - 12 / 14 of July

AUSTRALASIAN SAFARI (Australia) 20th / 26th of Septembre

➔ A race within the race, open to* **amateurs / young competitors / race lovers**

➔ **Two winners per Event** (or group of event)
one bike / one car

Apetite for **ACTION / NEW CHALLENGES?**

**TWO COMBINED EVENTS TO
SCORE POINTS**

Tecate SCORE BAJA 500

RENO 500



Two FREE OF CHARGE registration

on the Dakar 14: one bike / one car

To the best total number of points cumulated over the two events

The **registration** (driver / co-driver / race vehicle)

Round trip **logistics** for the race vehicle from Europe

Safety and navigation **equipment**

Catering in the bivouacs

For bikes: **Fuel** on the race route

YOU SAVE / Bike: **19 200US\$** car: **32 000US\$**

The background of the image is a stylized, wavy American flag. The top-left corner features the blue field with white stars, while the rest of the image is filled with the red and white stripes. The flag has a soft, glowing appearance.

GO DAKAR !

The image features a close-up, slightly blurred view of the American flag's stars and stripes. A gold-colored silhouette of the United States map is centered in the lower half. Overlaid on the map is a black rectangular box with rounded corners and a thin white border. Inside this box, the text "DAKAR CHALLENGE" is written in a bold, white, sans-serif font, with "2013" centered below it, flanked by two short horizontal white lines.

**DAKAR
CHALLENGE**
— 2013 —