

# THE ODYSSEY



## THE BIGGEST RALLY-RAID IN THE WORLD

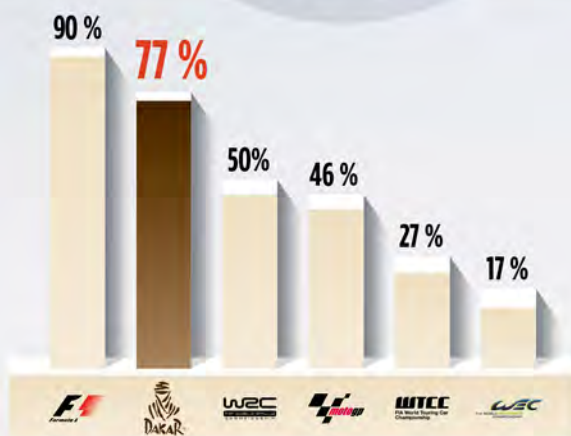
Editions

39

Countries visited

29

3 in Europe, 21 in Africa, 5 in South America



2<sup>nd</sup> biggest motor racing event in the world

77% notoriety\*

\*Source : Repucom

## THE 2017 ROUTE

**3 countries to cross:** Paraguay, Bolivia and Argentina and **3 capital cities**

Start at **Asunción**

Rest day at **La Paz**

Arrival at **Buenos Aires**

**12 stages** (including 6 stages above 3,000m)

**1 marathon stage**

Nearly **9,000km**

More than **4,000km** of special stage

**7 selective sections** will be over 400 kilometres with one of more than 500 kilometres

**6 days** at more than 3,000 metres above sea level



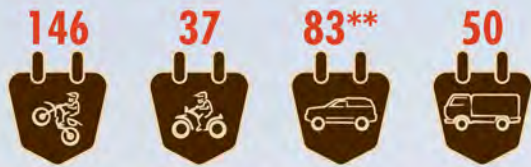


# THE COMPETITORS

Information as of 8/11/2016

**491 competitors**

**316 vehicles** in the race



\*\* 83 cars including **10 vehicles** in the new **UTV category**

**59 nationalities** (assistance included)

- 68,7 % European
- 22 % South American

**The youngest competitor:**

**Nicolas Amor, 19 years old (Argentina)**  
– Car co-driver

**9 women** are entered in the rally



**First participations**

**80 competitors**, or **25 %** of the field, including **21%** of new car participations

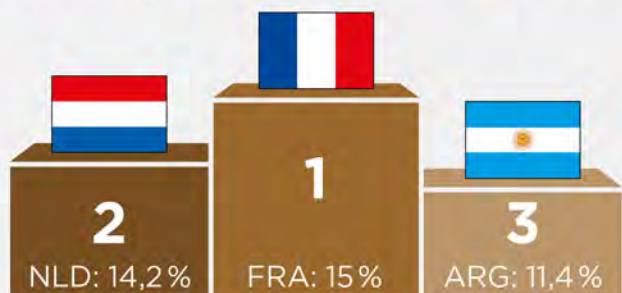
A few remarkable participants in the car category

**Bryce Menzies** – USA (MINI): 3-time winner of the Baja 500, 2011 SCORE Champion winner of the RED BULL Frozen Rush

Following **Loeb, Hirvonen, Pons et Prokop** in 2016, some other drivers from the rally world:

- **Khalid Al Qassimi** (Abu Dhabi): 2-time Middle East Champion 2004 & 2014
- **Nicolas Fuchs** (Peru): 2010 NACAM rally Champion, 2013 WRC-2 runner-up
- **Conrad Rautenbach** (Zimbabwe): twice African Rally Champion

Leading nationalities in the race



Official constructors

**7 including two new entries:**





## Merzouga Rally: a stepping stone for the Dakar

**26 %** of the 2017 Dakar Bike/Quad competitors participated in the Merzouga Rally in May 2016, representing **50 %** of the new January participations



**7-12 MAY 2017**

### THE RECORDS

#### The highest number of titles

- **Car:** Stéphane Peterhansel (FRA), 6 victories
- **Bike:** Stéphane Peterhansel (FRA), 6 victories
- **Quad:** Josef Machacek (CZE), 5 victories
- **Truck:** Vladimir Chagin (RUS), 7 victories

#### The highest number of stage wins

- **Car:** Stéphane Peterhansel (FRA), 35 stages
- **Bike:** Cyril Despres (FRA), Stéphane Peterhansel (FRA), 33 stages
- **Truck:** Vladimir Chagin (RUS), 63 stages

### A PARTY FOR THE PUBLIC

**4.4 M** spectators on the route

**13** "Ferias Dakar"  
(Fan Park) in Argentina

**2** Dakar expositions  
(Asunción, La Paz)



**\$300 M**  
of economic impact  
for the host countries  
(average each year)



### A MEDIA GIANT... SERVING THE HOST COUNTRIES

**1,200** hours of total TV coverage  
(with 73 % outside of South America)

**70** TV networks broadcasting the rally  
in **190** countries



**1,460** accredited  
journalists on the rally





## TV Production

**10 trucks**

**4 SNG** for satellite transmission

**3 TV helicopters**

**9 cars** in the stages

**11 A.S.O. video journalists**  
(5 in the stages, 6 in the bivouac or finish of the special stage)

**11 on-board camera systems**  
in race vehicles

**2 super slow cameras**  
(500 frames per second)

**15 "GoPro inside Dakar"**  
cameras (My dakar)

**22 editing stations**

**45 tons** of video equipment



© A.S.O. / A. Lavadinho

## DIGITAL IMPACT OF THE DAKAR

### Social network

**2 million fans, followers and subscribers**

**f Facebook** : **1.4 million** fans (+ 16 % vs 2015),  
**24 million likes**, **1.1 million shared**,  
**11 000 more likes** of the best photo of 2016

**t Twitter** : **286,000** followers (+ 27 % vs 2015),  
**430,000 #Dakar2016**

**i Instagram** : **162,000** followers (x2 vs 2015)

### Videos

**16.3 million** videos viewed in 2016  
(+ 10 M vs 2015)



**100 buyer websites** (+ 25 % vs 2015)

### Dakar.com

**67 million** viewed pages  
(US: 27 M, ES: 23,7 M, FR: 16,6 M)



**3.5 million** unique visitors during the Dakar

**9 million** visits

**Average visit time: 27 min 57 s**

**Live tracking: 2.1 million** visitors  
& **31 million** viewed pages

### Mobile Dakar App

**417,000** iOS and Android  
downloads (+ 8 % vs 2015)  
(Android 58 % and iOS 42 %)

(Note: redesign of the Application  
for 2017)



### Mobile video game

Launch for the first year of the **mobile video game** for the 2017 Dakar







## SAFETY:

# A MAJOR PREOCCUPATION OF THE ORGANISATION

### Spectator zones and prevention

**22,000** personnel (gendarmes, police, military) for the security of the public and the rally

**51** secured spectator zones (9 in Paraguay, 16 in Bolivia and 26 in Argentina)

In Argentina, where the public turnout is the heaviest, **30** officers from the Highway Security (Seguridad Vial) aboard **15** dedicated vehicles, supervise the behavior of the public

**PCO: 35** people on round-the-clock duty

### An advanced medical service

**1** field hospital

**1** air ambulance / **7** helicopters

**32** wheeled vehicles on the tracks, including **10** paramedic vehicles

**60** person nursing staff



### Involved agencies

Gendarmerie, Police, Army, traffic officers, Fire services (fire management plan). Civil defense and protection, health services, Air Force. All have multilingual staffs, trained in several safety seminars, coordination meetings and who trained with several alert drills. 30 days of fieldwork.







## AN ECO-RESPONSIBLE EVENT

**A course designed in collaboration** with the local authorities  
in **each country**

**Selective sorting and waste treatment program** with local  
authorities

The Dakar Rally **compensates 100 %** of its carbon footprint

**\$699,730** invested in the project Greenoxx of protecting  
the environment in the Amazon: **"Madre de dios"**

**100 tons** of waste collected  
then recycled at the 2016 Dakar bivouacs,  
with 58 coming from **"Punto Verde"**



With the **TECHO** association,  
the Dakar supports over **400 social  
projects** totalling **\$1,349,000**  
since **2009**

**15,500 tons** of carbon compensated  
in 2017



## ORGANISATION

### Vehicles reserved for the organisation



**60 cars**



**10 helicopters**



**7 airplanes**



**50 cargo trucks**



**10 busses**



**2,800 people** present each day  
in the bivouac (competitors, organisation,  
sponsors and media)

**4,500 linear metres** representing, in  
November 2015, all the vehicles embarking  
from Le Havre... including **2,600 metres**  
of trucks



**4,510** incoming and outgoing  
**communications** between competitors  
and the Paris PC during the 2015 Dakar



**10,000 m<sup>2</sup> :**  
**the size of the  
average bivouac**



**7,000 meals** served per day  
in the bivouac (80,000 meals  
during the rally)