



WORLD RALLYE-RAID 2023 CHAMPIONSHIP

DAKAR : 1st ROUND

#W2RC | @OfficialW2RC



THE LEADERS AT THE END OF THE DAKAR



CAR T1

SÉBASTIEN LOEB
DRIVER

FABIAN LURQUIN
CO-DRIVER

BAHRAIN RAID XTREME



LIGHT PROTOTYPE T3

AUSTIN JONES
DRIVER

GUSTAVO GUGELMIN
CO-DRIVER

RED BULL OFF-ROAD JR TEAM USA BY BFG



SSV T4

ERYK GOCZAL
DRIVER

ORIOL MENA
CO-DRIVER

ENERGYLANDIA RALLY TEAM



CAMION T5

JANUS VAN KASTEREN
DRIVER

DAREK RODEWALD
CO-DRIVER

MARCEL SNIJDEERS
MECHANIC

BOSS MACHINERY TEAM DE ROOY IVECO



BRX
BAHRAIN RAID XTREME

BAHRAIN RAID XTREME
MANUFACTURER



BIKE RALLYGP

KEVIN BENAVIDES

RED BULL KTM FACTORY RACING



BIKE RALLY2

ROMAIN DUMONTIER

HT RALLY RAID HUSQVARNA RACING



QUAD

PABLO COPETTI

DEL AMO MOTORSPORTS BY MOTUL



Red Bull KTM
FACTORY RACING

RED BULL KTM FACTORY RACING
MANUFACTURER

MEDIA EXPOSURE

A daily coverage during the Dakar

190 countries

pick up the W2RC content via the daily Dakar programme (52 minutes)

70 TV channels



A community of **104,201 fans** (+103% vs 2022)

40.6 million VIDEOS AND STORIES VIEWS*

on WRC official platforms (vs 2.19 million in 2022)

1,240 published content

across the official W2RC platforms



A 10-minute report on the W2RC

A 52-minute show

offered to all W2RC and Dakar broadcasters



+ 2.8 million views*



+ 82 million views*



A dedicated W2RC section in the daily Dakar press release sent to nearly **5,000 media contacts** worldwide



TOP CONTENT



BEST INSTAGRAM POST

THE SWEET SWEET TASTE OF #DAKAR2023

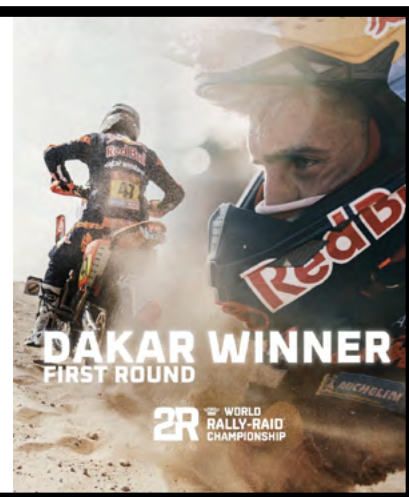
MORE THAN 5 MILLION VIEWS



BEST TWEET

KEVIN BENAVIDES WINS THE #DAKAR2023 IN RALLY GP

80,000 VIEWS



BEST FACEBOOK POST

W2RC 2023 LINE UP!

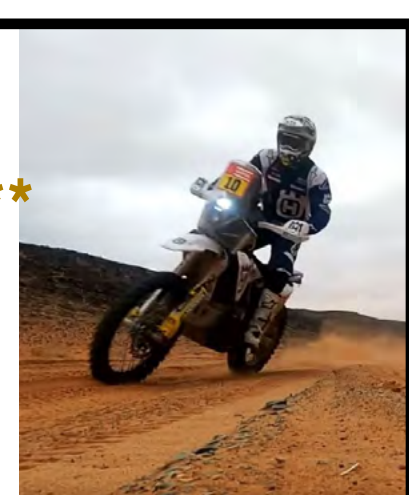
3.6 MILLION VIEWS



MOST VIEWED VIDEO ON YOUTUBE**

EXTENDED HIGHLIGHTS STAGE 8

92,000 VIEWS



**All official Dakar platforms : YouTube, Facebook, Instagram, Twitter

UPCOMING EVENTS

Dakar (SAU)
31/12 > 15/01

1ST ROUND

Abu Dhabi Desert Challenge (ARE)
26/02 > 03/03

2ND ROUND

Sonora Rally (MEX)
22/04 > 28/04

3RD ROUND

Desafío Ruta 40 (ARG)
26/08 > 01/09

4TH ROUND

Rallye du Maroc (MAR)
12/10 > 18/10

5TH ROUND

Press contacts: **W2RC** - w2rc@aso.fr **FIA** - press@fia.com **FIM** - Isabelle Larivière - isabelle.lariviere@fim.ch



Bâtiment Quai Ouest - 40-42 quai du Point du Jour - CS 90302 | 92650 Boulogne-Billancourt Cedex - Tél. +33 (0)1 41 33 14 00

*Over the entire period from 30 december 2022 au 17 january 2023 - source Xiti en date du 17 January 2023