



WORLD RALLY-RAID CHAMPIONSHIP 2023

ABU DHABI DESERT CHALLENGE: 2nd ROUND

#W2RC | @OfficialW2RC



THE LEADERS AT THE END OF THE ABU DHABI DESERT CHALLENGE



CAR T1

SÉBASTIEN LOEB
DRIVER

FABIAN LURQUIN
CO-DRIVER

BAHRAIN RAID XTREME



LIGHT PROTOTYPE T3

SETH QUINTERO
DRIVER

DENNIS ZENZ
CO-DRIVER

RED BULL OFF-ROAD JUNIOR TEAM USA BY BFG



SSV T4

ROKAS BACIUSKA
DRIVER

ORIO L VIDAL
CO-DRIVER

RED BULL CAN-AM FACTORY TEAM



TRUCK T5

JANUS VAN KASTEREN
DRIVER

DAREK RODEWALD
CO-DRIVER

MARCEL SNIJDERS
MECHANIC

BOSS MACHINERY TEAM DE ROOY IVECO



TOYOTA GAZOO RACING

TOYOTA GAZOO RACING
MANUFACTURER



BIKE RALLYGP

TOBY PRICE

RED BULL KTM FACTORY RACING



BIKE RALLY2

PAOLO LUCCI

BAS WORLD KTM RACING TEAM



QUAD

LAISVYDAS KANCIUS

AG DAKAR SCHOOL



Red Bull KTM FACTORY RACING

RED BULL KTM FACTORY RACING
MANUFACTURER

MEDIA EXPOSURE

Daily coverage during the rally

W2RC content is broadcast in **190 countries** by **68 TV and digital channels**:

- Dedicated W2RC sections in the daily show (26 minutes)
- The final report (52 minutes) on the Abu Dhabi Desert Challenge

This content is also shared on all the official Abu Dhabi Desert Challenge and W2RC platforms.

A community of **112,533 fans**

3.9 million videos and stories viewed* on W2RC official platforms (vs 800,000 in 2022)

+ 2.1 million views on Twitter (+ 23.5% vs 2022)

+ 4.4 million views on Instagram

A dedicated W2RC press information daily sent to nearly

5,000 media contacts worldwide

TOP CONTENTS

BEST INSTAGRAM AND FACEBOOK POST

WITHDRAWAL OF AL-ATTIYAH AND BAUMEL

627,168 VIEWS ON INSTAGRAM

842,413 VIEWS ON FACEBOOK



BEST TWEET

KEVIN BENAVIDES OUT OF ROUND 2 IN ABU DHABI DESERT CHALLENGE

78,354 VIEWS ON TWITTER



**All official W2RC platforms combined: 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

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