



# WORLD RALLY-RAID CHAMPIONSHIP 2023

## SONORA RALLY: 3<sup>rd</sup> ROUND

#W2RC | @OfficialW2RC



### THE LEADERS AT THE END OF THE SONORA RALLY



**CAR T1**

**NASSER AL-ATTIYAH**  
DRIVER

**MATHIEU BAUMEL**  
CO-DRIVER

**TOYOTA GAZOO RACING**



**LIGHT PROTOTYPE T3**

**AUSTIN JONES**  
DRIVER

**GUSTAVO GUGELMIN**  
CO-DRIVER

**RED BULL OFF-ROAD JUNIOR TEAM USA BY BFG**



**SSV T4**

**ROKAS BACIUŠKA**  
DRIVER

**ORIOL 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 95 TV and digital channels:

- Dedicated W2RC digital content (teaser, daily highlights, best of).
- 26-minute Sonora Rally wrap-up show.

This content is also shared on the official Sonora Rally and W2RC platforms.

A community of **147,948 fans**

**1.4 million** views on Twitter\*

**2.9 million** videos and stories viewed\* on W2RC official platforms

**3.5 million** views on Instagram\*

A dedicated W2RC press information daily sent to nearly

**5,000 media contacts** worldwide

## TOP CONTENTS

**BEST INSTAGRAM POST**  
READY FOR IT!  
**600,000 VIEWS**  
**363,000 PEOPLE REACHED**

**BEST TWEET**  
AL RAJHI TAKES THE LEAD  
**210,000 IMPRESSIONS**

**BEST FACEBOOK POST**  
DANIEL SANDERS WINS SONORA RALLY 2023  
**453,000 PEOPLE REACHED**  
**4,200 REACTIONS**

**BEST YOUTUBE VIDEO**  
TEASER AUTO  
**415,000 VIEWS**

## UPCOMING EVENTS

<b>Dakar (SAU)</b> 31/12 > 15/01 1 <sup>ST</sup> ROUND	<b>Abu Dhabi Desert Challenge (ARE)</b> 26/02 > 03/03 2 <sup>ND</sup> ROUND	<b>Sonora Rally (MEX)</b> 22/04 > 28/04 3 <sup>RD</sup> ROUND	<b>Desafío Ruta 40 (ARG)</b> 26/08 > 01/09 4 <sup>TH</sup> ROUND	<b>Rallye du Maroc (MAR)</b> 12/10 > 18/10 5 <sup>TH</sup> ROUND
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