

Paris, 28 November 2024

2025 DAKAR: TUDOR JOINS “THE TOUGHEST OFF-ROAD RACE IN THE WORLD”, POWERING THE DAKAR RALLY 2025 AS OFFICIAL TIMEKEEPER

The 2025 Dakar Rally is a grueling race that spans 12 stages over 14 days and thousands of kilometers throughout the most desolate regions of Saudi Arabia. Now TUDOR is serving as the Official Timekeeper of the storied race.

Ask anyone in professional motorsports what the hardest race in the world is, and you'll probably get the same answer: the Dakar Rally. To compete is to risk it all in one of the harshest environments on earth. The 2025 edition of the race will start in Bisha and end in Shubaytah, both in Saudi Arabia on January 3rd to 17th. But it's really not about where it starts and ends, it's about what's in the middle, or about what's *not* in the middle—civilization. The route travels through the Empty Quarter, the largest sea of sand on the planet, an inhospitable region that remains unoccupied by humans. The support trucks that aid the teams in crossing this terrain even compete in their own class. When it comes to Dakar, nothing operates like an ordinary race.

The race uses a “rally raid” format which means teams will use nothing but a roadbook containing a route map to cross vast expanses of adverse terrain, sometimes driving for up to 12 hours straight, with special stages along the route. Both the overall route is timed along with distinct timing rules for special stages like the 48HR chrono and the Marathon stage—that's where TUDOR comes in. TUDOR will serve as the official timekeeper of the event, making sure every second is accounted for across every stage. In such a demanding race, timing is absolutely essential because it's not just about speed, it's about endurance.

“Dakar” as it's now known can be traced back to the moment when Thierry Sabine, a French motorbike racer, lost his way during the 1977 Abidjan-Nice Rally and ended up stranded in the Sahara Desert. He was eventually rescued, but he observed just how challenging and unforgiving the desert could be—and this gave him the idea to make it the central theme of what would become the toughest race in the world. In 1978, the first edition of the Paris-Dakar began. The name has since been changed simply to the Dakar Rally.

TUDOR has established a long legacy of racing. TUDOR supported winning teams during the golden era of motorsport, starting with the Tudor Watch Racing Team in the late '60s, all the way to an ongoing partnership with the Visa Cash App Racing Bulls Formula One team. Now, in 2025, TUDOR is the official timekeeper of the most daring off-road race on Earth, the Dakar Rally.

TUDOR IS “BORN TO DARE”

In 2017, TUDOR launched a new campaign with the “Born To Dare” signature. It reflects both the history of the brand and what it stands for today. It tells the adventures of individuals who have achieved the extraordinary on land, on ice, in the air or underwater, with a TUDOR watch on their wrists. It also refers to the vision of Hans Wilsdorf, the founder of TUDOR, who manufactured TUDOR watches to withstand the most extreme conditions, watches made for the most daring lifestyles. It is testimony to TUDOR's singular approach to watchmaking, which has made it what it is today. At the cutting edge of the watchmaking industry, its innovations are now essential benchmarks. The TUDOR “Born To Dare” spirit is supported throughout the world by first class ambassadors, whose achievements result directly from a daring approach to life.

ABOUT TUDOR

TUDOR is an award-winning Swiss-made watch brand, offering mechanical watches with sophisticated style, proven reliability and unmatched value for money. The origins of TUDOR date back to 1926, when “The Tudor” was first registered as a brand on behalf of the founder of Rolex, Hans Wilsdorf. He officially set up the Montres TUDOR SA company in 1946 to produce watches that respect the traditional Rolex philosophy of quality at a more affordable price point. Throughout their history, thanks to their robustness and affordability, TUDOR watches have been chosen by some of the boldest adventurers, on land, in the air, underwater and on ice. Today, the TUDOR collection includes iconic lines such as Black Bay, Pelagos, 1926 and Royal. Since 2015, TUDOR has also offered models with mechanical Manufacture Calibres with multiple functions and superior performance.

Find out more on the [official site](#).

PRESS CONTACT: pressedakar@aso.fr