



Become part of the adventure

DAKARTM
[CHAPTER 3]

> DAKAR IS OUR BASE

AND THE KEY TO YOUR EXPOSURE

CHAPTER [1]



**10 to 14
STAGES**

**about 8,000
KILOMETERS**

CHAPTER [2]



60 NATIONALITIES

CHAPTER [3]



**WE ARE READY
TO EXTEND
BOUNDARIES**

We have been participating as a press team in the Dakar since 2004. The Dakar rally remains our base platform. It's a challenge for those who go, a dream for those who stay...

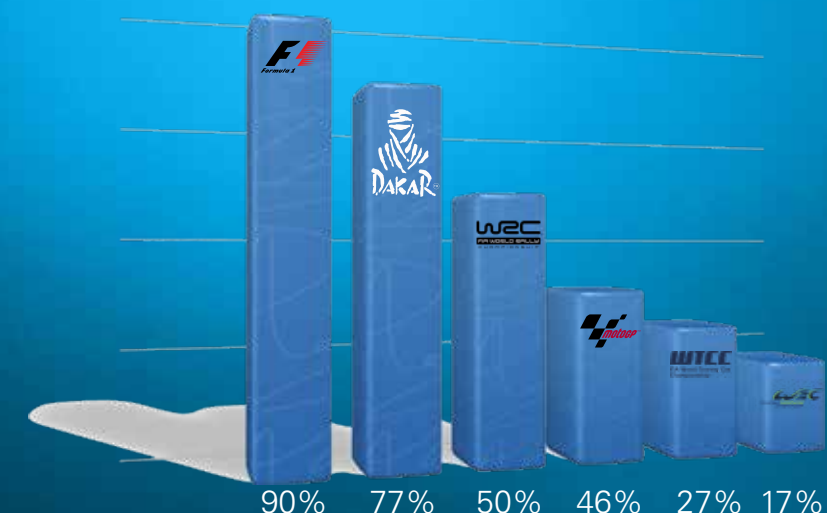
Imagine

- ✓ One of the biggest motorsport event in the world
- ✓ 1,200 hours of TV broadcast
- ✓ 4 million spectators along the course
- ✓ 1,900 journalists, 130 media

The Dakar's digital impact is even more staggering:

- ✓ 53.2 million videos viewed
- ✓ 2.8 million fans (online community = F + T + i)

Le Dakar is the number one off-road Rally!



Source = Amaury Sport Organisation, Paris (France)

> **DAKAR MEDIA**

DAILY PROGRAM FOR A HUGE AUDIENCE



Every day the vloggers from the Dakar Press Team create an item about the adventure we are experiencing in the rally. The videos are shown on the team's Facebook page.

And if you would like us to make an item about your contribution to our participation in the rally, Peter will turn it into a gripping story.

 [YouTube.com/dakarpressteam](https://www.youtube.com/dakarpressteam)

 [Facebook.com/dakarpressteam](https://www.facebook.com/dakarpressteam)

 DakarTV.nl (only narrowcasting, ask for possibilities)

CRAZY STORIES

PASSION & EMOTIONS

THE REAL ADVENTURE

REALITY TV

PRESSURE

EXCITEMENT

BACK GROUND STORIES

WITH DPT IN THE LEAD



> RALLY MARKETING

SHOWCASES

We organize action marketing in all its facets for many strong brands, using off-road rallying to enforce the image of alertness, sportsmanship, endurance and the story of champions.

And of course stories about the results of powerful and strong technical components, provided by our partners!



KONI



dji



DOMETIC
**MOBILE LIVING
MADE EASY.**



**EXPLORER
CASES**



5.11



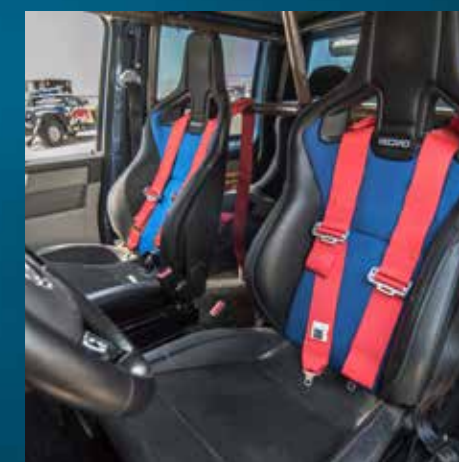
Roland



SENNHEISER



Teroson LOCTITE



RECARO



sachtler
ideas in motion

> PRODUCT PLACEMENT

SUPPORTING THE QUALITY OF YOUR PRODUCT

**CAPTURING
YOUR PRODUCT**



**BE YOUR
AMBASSADOR**



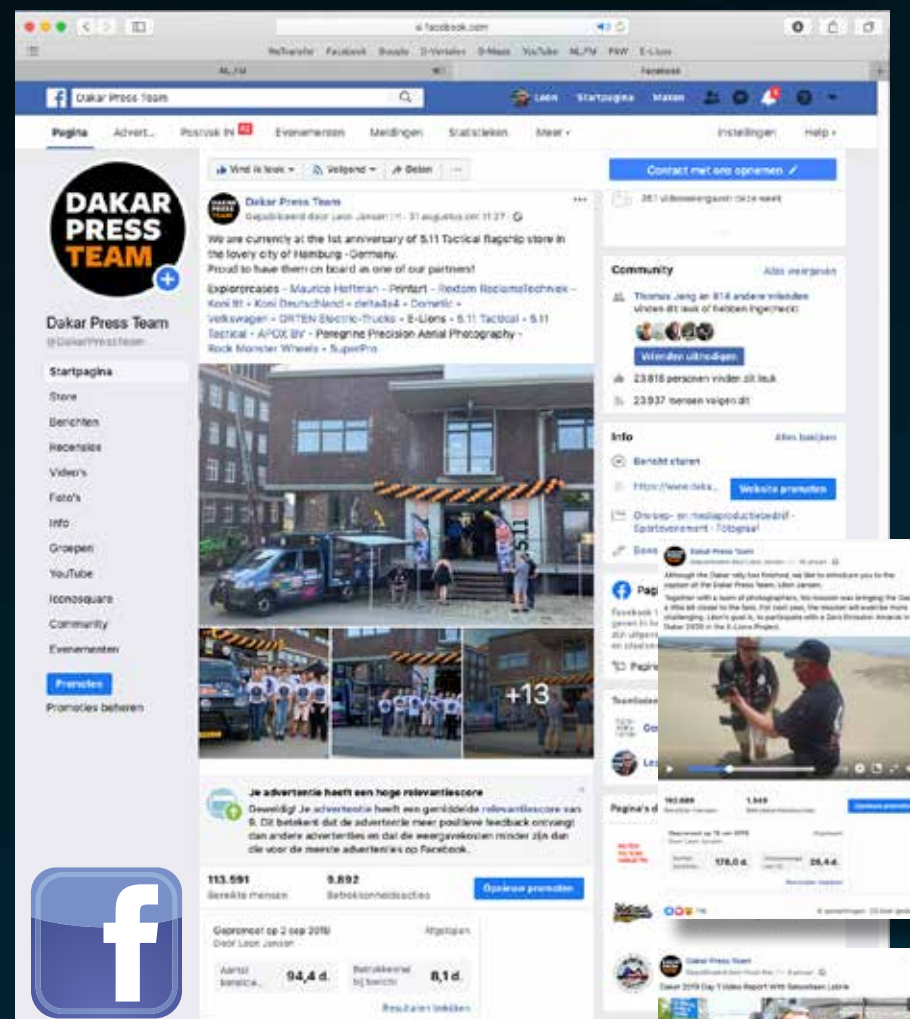
A CASE YOU CAN WEAR

The Explorer Cases backpacks, are the most innovative backpack carrying system for waterproof case available in the market: a simple concept, lightweight and cost effective solution to quickly turn a case into a backpack. This clever and user-friendly carrying system allows the owner to protect sensitive instruments and equipment stored in an explorer case and, at the same time, to get all the convenience of a free hands backpack solution. Available in two different sizes.



> SOCIAL REACH

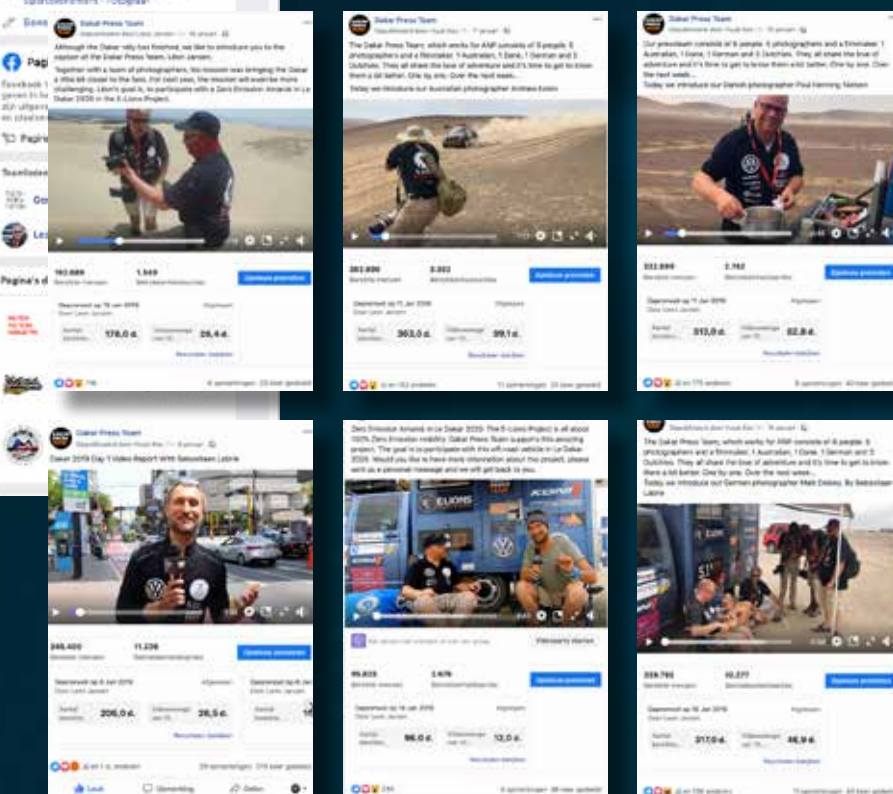
TRIGGERING MASSIVE POSITIVE REACTIONS



>25.000 LIKES
AND GROWING EACH YEAR!

If we throw in an advertising budget, a post can easily reach 500,000 people.

We offer you the opportunity to make use of our reach on Facebook and the popularity of the Dakar rally.



> EVENTS

We are thrilled that the government is again allowing events to take place. The Dakar Press Team will be present at numerous events to display your logo or product.

Do you want to organize something yourself for your customers? We are more than happy to help you.



Jack's Racing Days 2021

> BRAND AWARENESS

The Dakar rally is the biggest and most famous off road rally in the world.
Take advantage of this by having your product, service or brand promoted by us in this extraordinary world.

We show your logo on:

- ✓ Dakarpress.com / dakarpress.nl
- ✓ Facebook.com/DakarPressTeam
- ✓ Youtube
- ✓ Instagram and other socials
- ✓ Dakar Rally Yearbook
- ✓ Product placement in the Dakar Rally Yearbook
- ✓ Our Volkswagen Amarok Dakar Proto
- ✓ Our Volkswagen Amarok V6 Xpower
- ✓ Our Volkswagen T6 Dakar Xpedition
- ✓ The Dakar Press Team official clothing
- ✓ Events!

**Through the socials
during the race,
your brand
will be seen by approx
400.000 people every day!**



> TESTING COMPONENTS

For years the Dakar Press Team is testing (car) components during the Dakar Rally.

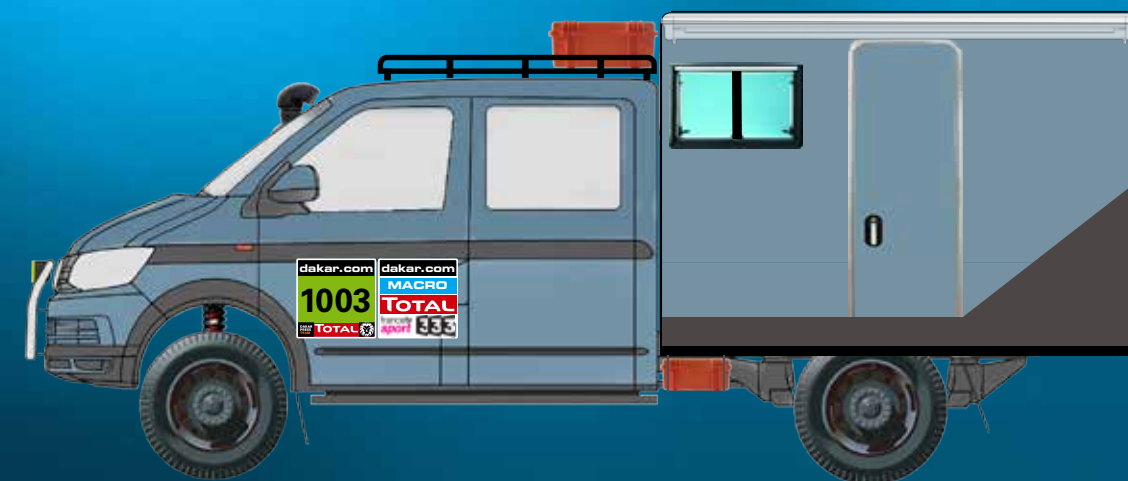
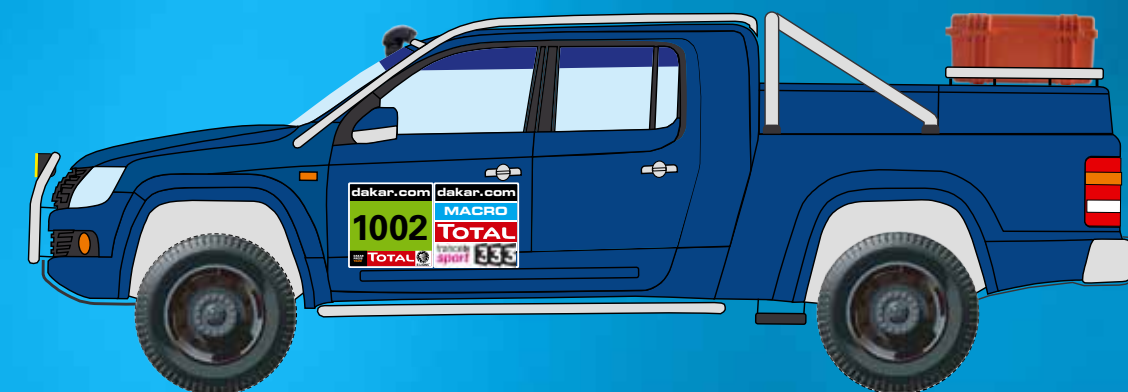
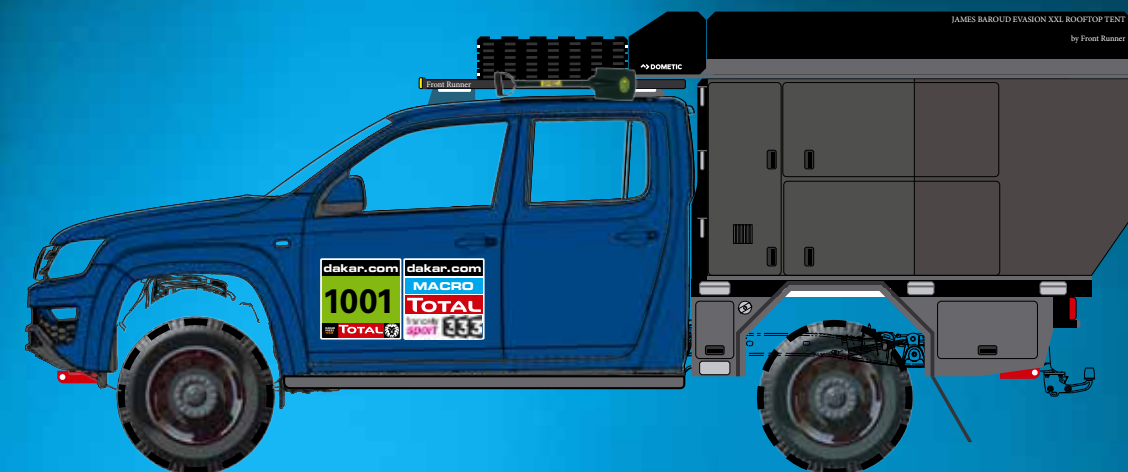
We love to test your current product; we will give you feedback and capture it on camera.

Currently, together with our partner E-Lions, we are designing an off-road vehicle which will be a 100% zero emission commercial vehicle! And of course, it has to be fully equipped for our participation in Le Dakar.



We already tested:

- Solar power
- Lithium-ion battery
- Shockabsorbers
- Vehicle extension
- Awnings
- Fridge
- Cargo box
- Air suspension
- Beadlock rims
- Ing-tank
- Customized container
- LED lighting
- Work shoes
- Camera gear
- Waterproof boxes



> DAKAR YEARBOOK

100% EXPOSURE.

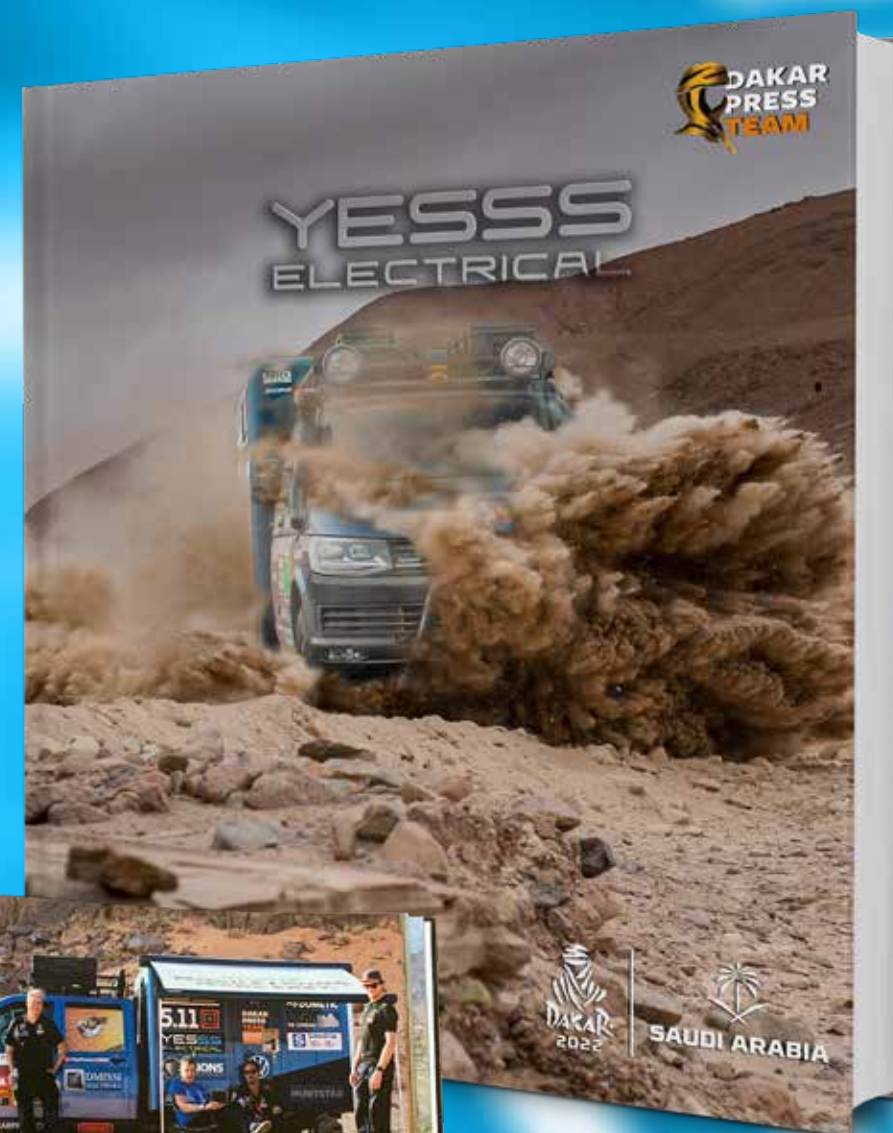
We have been publishing the Dakar Rally Yearbook since 2005. In almost 20 years, the photo book in which we recount the adventure of Le Dakar has become a very well-known title.

Naturally, the participation of the Dakar Press Team plays a major role in every yearbook. And for the 2022 edition we are going even a step further.

We will be publishing a Special Edition, especially for our partners in which 16 pages will be entirely devoted to the Dakar Press Team and its partners.

And if you want, we can even design a customized cover for you.

Maximum exposure for you!



dakarpress.com
dakarpress.nl
e-lions.eu

© 2021 Production:

© 2021 Photography:

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(Green Team B.V.)
Dakar Press Team



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