

PRESENTATION

# AFRICA ECO RACE

2018 EDITION « MONACO-DAKAR »

FROM DECEMBER 29TH 2017 TO JANUARY 14TH 2018

10TH ANNIVERSARY



MOROCCO



MAURITANIA



SENEGAL

# AN AFRICAN EVENT LEGENDARY



The AFRICA ECO RACE provides a response to strategic needs on the African continent, namely tourism, economy and long-term development.

The AFRICA ECO RACE is an African Cross Country Rally using the values set in place by rally legends.

It immerses its participants in a typical ambiance, on exclusive tracks with lots of navigation, in the heart of unforgettable scenery which only Africa can offer.

Friendship, authenticity and sportsmanship are the hallmarks of this event, giving the opportunity to most of the competitors to meet at the legendary Lac Rose in Dakar.

Far away from the airfields or cities, the bivouacs of the AFRICA ECO RACE are settled on nice spots, in the middle of a wild nature chosen with the different country authorities in an « authentic » environment.

Priority is given to competitors and assistance teams. Based on cultural exchanges, passion, conviviality and sharing with locals of the countries it crosses, the AFRICA ECO RACE is a race unlike the others...



# AN AFRICAN EVENT ECO RESPONSIBLE



The AFRICA ECO RACE has clearly indicated its wish to contribute to long-term development by integrating eco-responsible behavior into the daily organisation of the race, but also through long term projects.

For example some of the organisation vehicles are equipped with solar panels in order to use the solar energy to fulfill their mission without using a classic generator.

The emphasis is on the local economy, by using local providers. In the same way, the route is defined in close collaboration with the authorities of the countries crossed, in order to avoid zones which need protecting, such as national parks.

The bivouacs are prepared and cleaned by local service providers, the waste that can be burned is incinerated on site. Oils recovered, garbage bags sent to the nearest waste treatment center.

The AFRICA ECO RACE® participates in the planting of trees in Nouakchott the Mauritanian capital. A few thousand Eucalyptus have already been planted. In 2018, thousands more trees will be offered by the Africa Eco Race to intensify reforestation efforts.



# AN AFRICAN EVENT

## ECO RESPONSIBLE COMPETITORS



As of the second edition, the event is renamed AFRICA ECO RACE® and a new "experimental" category is born. Competitors have entered this category since 2012. This is the case of the biker André **LENOBLE** whose **YAMAHA** equipped with photovoltaic cells that limit the alternator's demand on the engine and further reduce CO2 production.

Willy **JOBARD**, on a motorcycle **ZONGSHEN** 450 HYBRID2, fed with water. In fact, water vapor generated by a mini-reactor is injected into the air intake at the carburetor. On the one hand, this system makes it possible to significantly increase engine efficiency, on the other hand to significantly reduce consumption and finally to limit the release of carbon dioxide into the atmosphere. In addition, he uses bio ethanol fuel transported throughout the event by the organization.

**The Latvia Team** with the **Oscar EO**, built in Latvia, is the first electrically powered vehicle to arrive in Dakar after more than 6500 km without any worries.

For the third consecutive year, the **KAMAZ MASTER** team has commissioned a hybrid gas truck using a mixture of methane and diesel, the objective of which is to demonstrate the possibilities of using natural gas as fuel.

Finally, in perfect match with the AFRICA ECO RACE®, a 100% electric motorcycle received attention in 2017. It is a prototype based on **YAMAHA**, piloted by Arnaud **JACQUART**, a Russian Franco pilot who had participated in the first edition of the event and who had almost won it. Engaged in the experimental category, Arnaud's ambition was to succeed in rallying DAKAR without having used a single drop of fuel and recharging the batteries of his motorcycle at the bivouac using photovoltaic energy. An ambitious project that did not allow him to be ranked but he went to the end and saw the Rose Lake in Dakar. A great feat that arouses a keen interest in this experimental category.



# AN AFRICAN EVENT SOLIDARITY



The tradition of African rallies has always been to take advantage of the opportunity to help the people of the countries they pass through.

AFRICA ECO RACE® is no exception to the rule since the organization supports several NGOs. During 2017 edition, she wished to join AMADE Mondiale, an NGO devoted to the protection and development of the child throughout the world and especially on the African continent, with a view to promoting access to care and education in Senegal and Mauritania, two countries crossed by the rally. Medical equipment, such as a medical bed offered by AMADE Mondiale, was transported by the organization and handed over to the Pikine hospital in Dakar.

the participants show generosity by carrying out all sorts of solidarity operations. Each year, several cubic meters of toys and childcare equipment are collected by the various participants and collected by the organization that carries the equipment and redistributes it throughout the rally. Pal Anders ULLEVALSETER, the two-time winner of the Motorbike event, contributes annually to the Fabrizio MEONI Foundation in Dakar, which helps the most disadvantaged children and their reintegration into society.

The organizers of the AFRICA ECO RACE® invited the children of Village Pilote to live the award ceremony at Lac Rose. This NGO is mobilizing to get out of their negative spiral street children (drugs, delinquency, school failure, loss of family markers ...)

During 2018 AFRICA ECO RACE® 850 solar lamps distributed by Organization and Amade Mondiale to Mauritanian and Senegalese schoolchildren along the course of the rally to reduce greenhouse gas emissions and promote access to education.

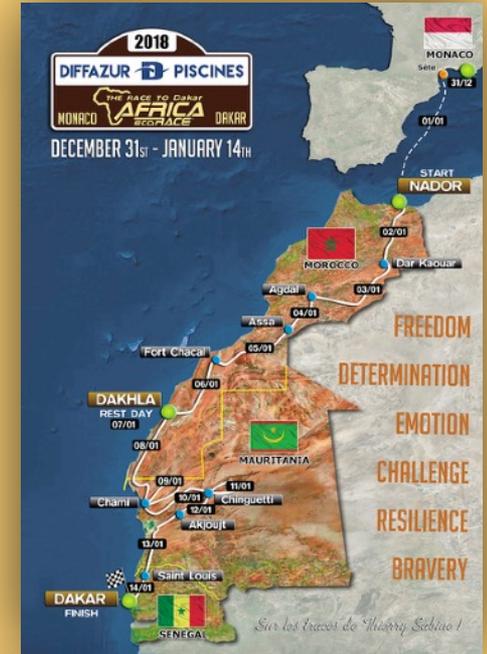


# ROUTE

- Administrative and technical checks in Menton on 29 and 30 December
  - Departure of the Rally from Monaco on December 31
  - Crossing by Ferry Sète to Nador (Morocco)
  - 12 stages and 1 rest day (Morocco-Mauritania-Senegal)
  - Arrival on 14th January in Dakar (Senegal)
- 
- A course where great spaces and sand are in the honor
  - Two loops
  - A precise road book drawn up and drafted by a team of professionals
  - Minimum connection and maximum departures and arrivals of specials at the bivouac
  - Bivouacs in the countryside with all commodities
  - A sporting regulation adapted to allow everyone to join the Pink Lake
  - A trophy for each participant
- In total: 6,500 kms

Following the administrative checks organized for two days in Menton, the hundred vehicles in race started on December 31, 2017 from Monaco on the Quai Antoine 1er, where was also installed the « Parc Fermé ».

The official start was given by the godfather of the race, Jean Marie Bigard. Several thousand spectators were present to attend the presentation of the competitors of the only big rally all-terrain to launch from Europe. This year again and for the third consecutive year, the departure was given in Monaco, temple of the Motor Sport.



# TELEVISION SUMMARY

## MEDIA REPORT

1

TV PRODUCTION



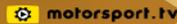
2

EUROSPORT 1 & 2



3

MOTORSPORT TV



4

CANAL+ AFRIQUE

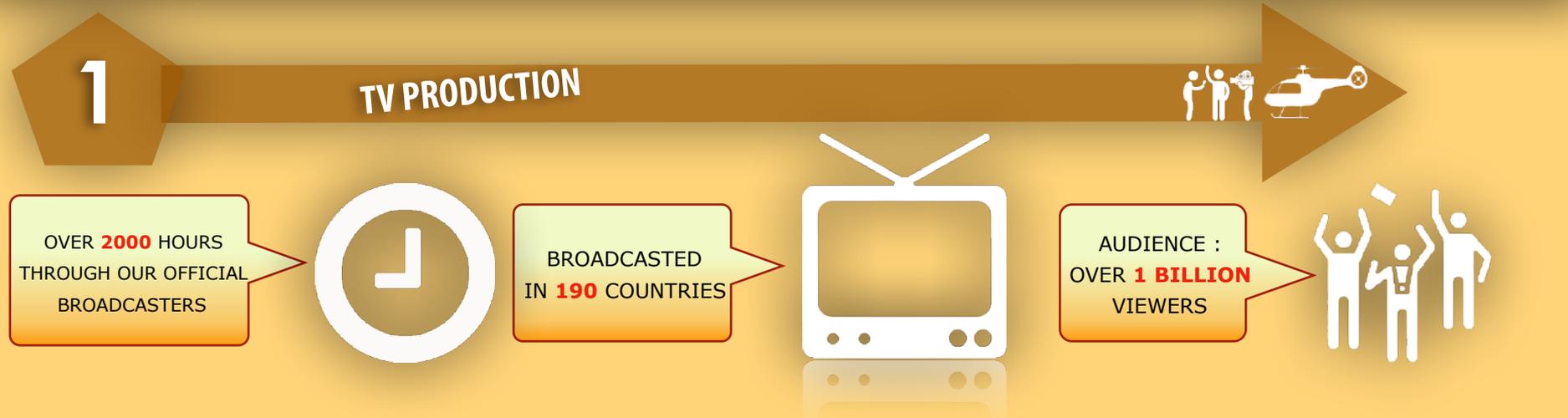


5

RTL 7



# TV PRODUCTION



AFRICA ECO RACE has a powerful media impact in the world through televisions by broadcasting its official programs but also on channels with which participants have agreements for daily reports of their race.

AFRICA ECO RACE has its own TV production team. Agreements with different TV channels are set before the event so that the team can send daily topics via satellite. The production team is composed of cameramen, editors, sound engineer, computer technician, onboard camera technician, coordinators, journalists, translators.

Three helicopters and three 4x4s are there for the aerial footage and on the tracks. A team composed of two journalists, one cameraman and a sound engineer do special interviews at the end of each stages. Every day, the production team sends via satellite directly from each bivouac about 10 hours of "ready to broadcast" programs in French and English. A short program, News Access, of about 5 minutes is available on an FTP server with a script. Every day, a clip and a video summary are posted on [africaracelive.com](http://africaracelive.com), YouTube, Twitter and Facebook.

# EUROSPORT 1 & 2

## 2

## EUROSPORT 1 & 2

EUROSPORT 1  
EUROSPORT 2

**Eurosport** is broadcasted in almost all European countries in the mother tongue of the country, with local advertising in some countries, or international in others. Even if sports channels exist in many countries, Eurosport remains the only pan-European channel.

**Broadcasted from January 2<sup>nd</sup> to January 15<sup>th</sup>:**

- ▶ **13 DAILY PROGRAMS OF 12 MINUTES ON EUROSPORT 1**
- ▶ **REPLAY OF EACH DAILY PROGRAM ON EUROSPORT 2**



EUROSPORT 1  
EUROSPORT 2

**330 HOURS OF BROADCASTED - REACH : 54 COUNTRIES - AUDIENCE : 3,1 MILLION OF EUROPEANS**

## 3

### MOTORSPORT TV

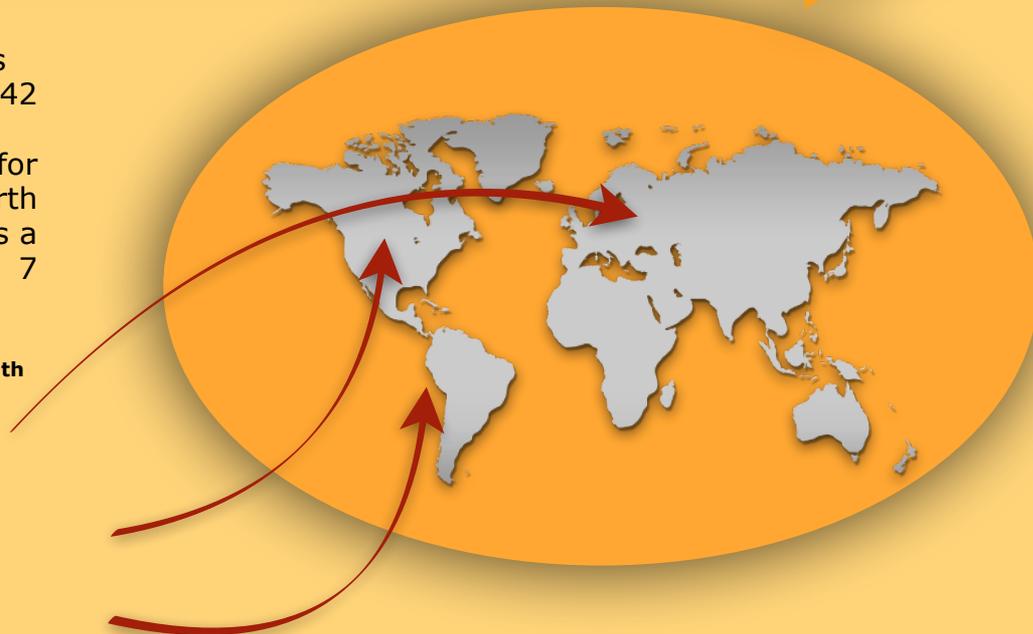
 **motorsport.tv**

**Motors TV** is a channel dedicated to motorsports. Motors TV has millions subscribers across the 42 broadcasted countries in the world.

The channel therefore has specific broadcasting for all of Europe but also in Latin America, and North America. It is broadcasted 24 hours a day, 7 days a week in all 42 countries and translated in 7 different languages.

**Broadcasted from January 2<sup>nd</sup> to January 15<sup>th</sup>**

- ▶ **186 PROGRAMS ON MOTORS TV EUROPE**
- ▶ **62 PROGRAMS ON MOTORS TV NORTH AMERICA**
- ▶ **57 PROGRAMS ON MOTORS TV SOUTH AMERICA**



 **motorsport.tv**

**460 HOURS WORLDWIDE - REACH : 60 MILLIONS VIEWERS**

4

CANAL+ AFRIQUE

CANAL+ AFRIQUE

**CANAL+ AFRICA** is a branch of french TV CANAL+

CANAL+ AFRICA is available through 40 different countries on the African continent in french and translated in non speaking french countries.

Through its branch, CANAL + AFRIQUE, formerly named CANAL + Overseas, edits the CANAL + channel for the African continent.



## Broadcasted:

▶ **65 PROGRAMS OF 12MIN**

**CANAL+ AFRIQUE** 520 HOURS - Audience reach : 25 countries in Africa representing 50% of the African continent

# RTL 7 CHANNEL

5

RTL 7

RTL7///

## RTL 7 CHANNEL

It is the leading motorsport channel in Netherlands with worldwide program aiming Dutch speaking audience.

**Broadcasted from January 2nd to January 27th 2018:**

- ▶ **14 PROGRAMS OF 13 MIN**
- ▶ **7 PROGRAMS OF 48 MINUTES**



**RTL7///**

**Audience : 250 000 to 350 000 persons per day**

# SUMMARY "OTHER MEDIAS"



1

WEBSITE



281 000 SESSIONS

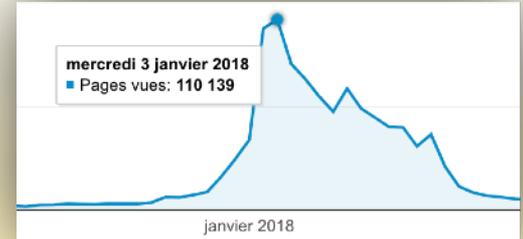
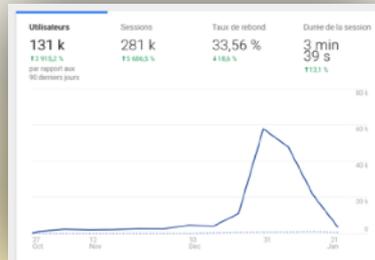
22 500 SESSIONS ON JANUARY 3rd

20% YEARLY PROGRESSION

131 000 AUDIENCE REACH

1 174 584 SEEN PAGES

110 000 SEEN ON JANUARY 3rd

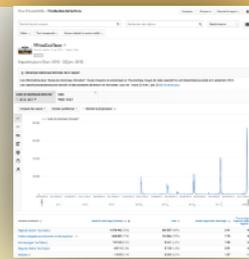
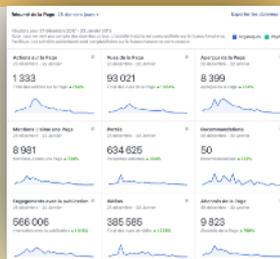
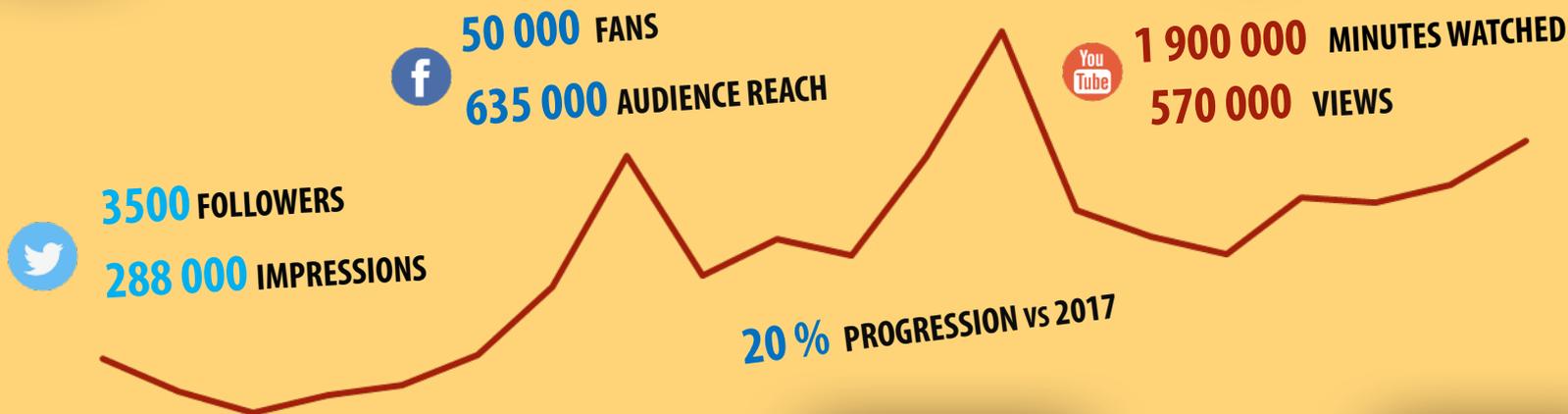


# SOCIAL NETWORK



2

SOCIAL NETWORK



# INTERNATIONAL WEB IMPACT

3

INTL WEB



# 4

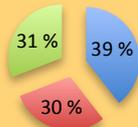
## WRITTEN PRESS

- ◆ 79,1% OF THE ARTICLES ARE RELEASED DURING THE RALLY
- ◆ 39,5% OF THE ARTICLES APPEARED IN INTERNATIONAL PRESS

	NATIONAL PRESS	REGIONAL PRESS	FOREIGN PRESS	TOTAL
NOVEMBER / DECEMBER	55	75	33*	163
JANUARY (CHECKS & RACE)	253	156	208*	617
<b>TOTAL</b>	<b>308</b>	<b>231</b>	<b>241*</b>	<b>780</b>

PERCENTAGE PRESS

- NATIONAL PRESS
- RÉGIONAL PRESS
- INTERNATIONAL PRESS



# FOCUS ON FRENCH MEDIAS

5

FRANCE FOCUS

TELEVISION

RADIO

WEB

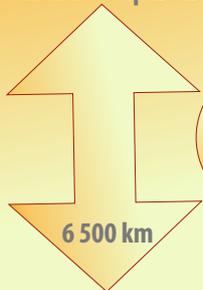


# KEY WORDS 2018

## Route



Monaco Departure



4 000 km  
Stages

6 500 km

Finish in Dakar

## Countries



MOROCCO



MAURITANIA



SENEGAL

## Winners 2018

CECI PAOLO

Moto

(IT)



SERRADORI

Mathieu

Auto (FR)



DE ROOY

Gerard

Camion (NL)



## Nationalities most represented in 2018



## Pilotes and copilotes by categories

### BIKE

39



### CAR/SXS

92



### TRUCK

39



### RAID

15



6 women in the race  
in 3 categories,  
Bike, Auto, Truck



Record : 9 SXS at the start



**Competitors:**  
185 Participants  
25 Nationalities  
100 Vehicles

**Organization:**  
57 Vehicles  
140 persons

**Catering:**  
680 persons  
every day  
24,500 meals

**Production:**  
25 people  
3 hours of TV  
images sent  
every day

**Bivouac:**  
In nature  
10,000 M2  
Secured

**Security:**  
3 Helicopters  
2 Balai trucks  
2 relay planes  
Satellite Tracking

**Medical:**  
20 persons in the  
crew  
8 Medical vehicles

# CONTACT

+377 97 77 61 52

info@africarace.com

[www.theracetodakar.com](http://www.theracetodakar.com)

