



From January 1<sup>st</sup> to January 16<sup>th</sup>, 2011  
**THE LEGEND CONTINUES**



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



**WELCOME TO THE DAKAR 2011  
ARGENTINA - CHILE**



# 1

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## FLASH BACK ON DAKAR 2010

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## *362 RACE VEHICLES*

- 151 Motorbikes
- 25 Quads
- 134 Cars
- 52 Trucks

## *581 COMPETITORS FROM 42 DIFFERENT NATIONALITIES*



# FLASH BACK ON DAKAR 2010



## *JAPAN AT THE START*

→ 2 Cars

→ 2 Trucks





# FLASH BACK ON DAKAR 2010



## *COMPETITORS AT THE FINISH :*

- 1 Car (Jun Mitsuhashi / Bruno Cattarelli : 17<sup>th</sup> overall, 1<sup>st</sup> on T2)
- 1 Truck (Teruhito Sugawara / Seiichi Suzuki : 7<sup>th</sup> overall, 1<sup>st</sup> on under 10L challenge)



# FLASH BACK ON DAKAR 2010



*4,1 MILLION SPECTATORS ALONG THE ROUTE*

**→ 3,1 MILLION IN ARGENTINA**

**(110,000 SPECTATORS IN BUENOS AIRES)**

**→ 1 MILLION IN CHILE**



# FLASH BACK ON DAKAR 2010



- 213 PERMANENT JOURNALIST (WRITTEN PRESS, RADIO, NEW MEDIA, PHOTO AGENCIES)
- 69 TV BROADCASTERS IN 190 COUNTRIES
- TV JOURNALISTS ON SITE : 200 PERSONS FROM 23 TV BROADCASTERS
- IN ONE MONTH : 47 MILLION PAGES VIEWED & 2.9 MILLION UNIQUE VISITORS ON [WWW.DAKAR.COM](http://WWW.DAKAR.COM)
- 2.5 MILLIONS FILMS WERE VIEWED DURING THE RACE ON [WWW.DAKAR.COM](http://WWW.DAKAR.COM)







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## DAKAR 2011 ARGENTINA - CHILE



From January 1<sup>st</sup> to January 16<sup>th</sup>, 2011

# THE LEGEND CONTINUES



CHILE



ARGENTINA

Pacific Ocean

## *THE 2011 ROUTE: A CASCADE OF COLOUR*

- A LAND OF CONTRASTS
- THE EXTREME NORTH
- ANOTHER TYPE OF DESERT





## ***CALENDAR :***

***15th May:*** Registration for competitors starts

***25th-26th November:*** Boarding of European vehicles for the Atlantic crossing

***Noon 28th December until noon on 30th December:*** Collection of vehicles

***30th and 31st December:*** Administrative and technical scrutineering in Buenos Aires

***1st January:*** Briefing and starting ceremony

***2nd to 15th January:*** Race in Argentina and Chile

***8th January:*** Rest day in Arica (in the Atacama Desert, Chile)

***16th January:*** Finishing ceremony in Buenos Aires



## *NEW SPORTING ASPECTS*

### →BIKES : towards 450cc for all

- riders featured in A.S.O.'s Elite list will all be obliged to ride on vehicles whose power does not exceed 450cc
- number of engines authorised will be 3
- other riders are free to choose their type of bike
- For the Dakar 2012, all riders taking part must ride a 450cc bike



## *NEW SPORTING ASPECTS*

→ **CARS** : a better balance between diesel and petrol

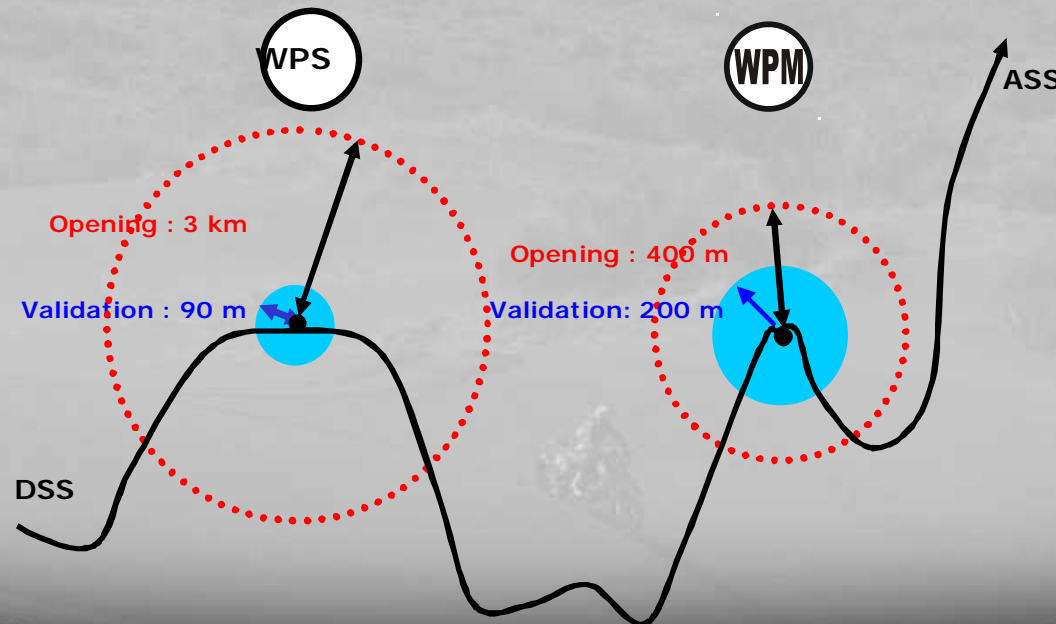
Air intake increase for the petrol (i.e. gasoline) engines to a diameter of 34 mm



## *NEW SPORTING ASPECTS*

→ **NAVIGATION** : priority for the road book

The competitors were guided when they reached a distance of 3 kilometres from the WPM. In 2011, the distance required to trigger the GPS will be reduced to 400 metres.





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**DAKAR 2011  
REGISTRATIONS**



# DAKAR 2011 REGISTRATIONS



- On-line registrations on [www.dakar.com](http://www.dakar.com) with direct access to the information entered last year
- Registrations period : from May the 15th till July the 15th
- 2 months to fill in the application form
- A confirmation of your participation at the end of July



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## ENVIRONMENT AND SOLIDARITY

# ENVIRONMENTALLY FRIENDLY AND PEOPLE FRIENDLY



*THE CARBON FOOTPRINT OF THE SOUTH AMERICAN DAKAR*

*A ROUTE OF MUTUAL AGREEMENT*



*ALTERNATIVE ENERGY CATEGORY*

*WASTE COLLECTION*



# SOLIDARITY IS ALWAYS THE WATCHWORD

## *UN TECHO PARA MI PAIS*

- A 100 000 euros donation
- The competitors' contribution



## *AFRICA FOREVER*







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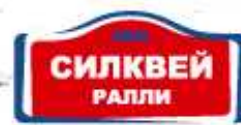
## DAKAR SERIES

# SILK WAY RALLY

From 11<sup>th</sup> to 19<sup>th</sup> september 2010



DAKAR SERIES  
**SILK WAY**  
St. PETERSBURG - SOCHI  
2010



**TURAN  
BATYR**



*8 DAYS RACE FOR CARS  
AND TRUCKS*

*4000 KMS*

*START IN ST PETERSBURG*

*ARRIVAL IN SOCHI : HOST  
CITY OF THE WINTER  
OLYMPICS 2014*



**SILK WAY**  
**RALLY** From 11<sup>th</sup> to 18<sup>th</sup>  
september 2010



# 6

DAKAR IS ON TOUR





# DAKAR WORLD TOUR



6th May: Netherlands + Belgium



12th May: Spain



18th May: China



20th May: Japan



31st May: Argentina



7th June: Chile



+ 10 dates in Central Europe (Serbia, Czech Republic, Slovakia, Bulgaria, Croatia, Slovenia, Romania, Hungary, Poland, Ukraine)



# DAKAR 2010 PARTNERS



## INSTITUTIONAL PARTNERS



## OFFICIAL PARTNERS



## OFFICIAL BROADCASTER



## OFFICIAL SUPPLIERS



## OFFICIAL ORGANIZATION CAR



## OFFICIAL MEDIA PARTNERS



## OFFICIAL SUPPORTERS



## ASSOCIATIONS



## SPORTING FEDERATIONS

