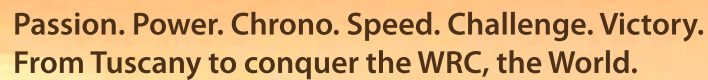


THE ODYSSEY





**From Italian gravel
to Monte-Carlo snow.**

From Corsica tarmac to Finnish fast jumps.



Cyprus,
Japan, New Zealand, Wales,
Greece, Sweden, Australia, Africa, Mexico,
Germany, Far East : rally, all around the world.

And then ...
finally *falling in love*
with South American wildness, boundless landscapes.
Argentina, Bolivia, Chile, Perù, the Atacama desert.

The DAKAR

THE ODYSSEY





Marrini/Richter

Marrini/Braga

2012  ARGENTINA
CHILE
PERU

2015  ARGENTINA
BOLIVIA
CHILE



Moved from Africa to South America in 2009, the **Dakar** has maintained its original spirit of discovery, challenge and adventure that inspired **Thierry Sabine** *(image)* to organize the #1st edition of the Parigi-Dakar, in 1979.

Today the **Dakar** preserves its expectations of world's toughest motor race. The race factor translates into an ongoing challenge between competitors and extreme hardness of route, environmental difficulties, orientation skills, mentalist, physical and mechanical strength.



An impressive army of men and equipment, crews of drivers and co-drivers, solo riders, technicians and mechanics, supporters, plus another parallel army of experts, journalists, cameramen, photographers, promoters moves every January to South America to race or follow the marathon. Two weeks of intense effort, navigation and long distance to cover every day, with a necessary organization and preparations long set-up that cover lasts all year earlier.



Dakar 2015 brief resume:



664 competitors - **54** nationalities

406 vehicles in race: **161** motorcycles

45 quad bikes

137 cars

63 trucks

53% of competitors went over Buenos Aires finish line

DAKAR



THE ODYSSEY



The Dakar impressive media impact worldwide

1,200 hours dedicated TV coverage // **190** countries // **70** channels

// **31%** Asia // **25%** Americas // **23%** Africa & Middle East // **21%** Europe

332 permanent journalist // **32** nationalites + **1,400** accredited journalist



Environment respect as constant commitment

// Route mapped in collaboration with local organizations

// Zero waste policy driven with local authorities

// Dakar compensates 100% of its carbon footprint

// 550,000 USD invested in the “Madre de Dios” environment protection program

All data sources:

A.S.O.
Amaury Sport Organisation

Amaury Sport Organisation // aso.fr

Digital platform, social feedback

1.5M totally followers

on official social networks //



1.2M //



221k //



80k

dakar.com

//  **73M** pages viewed, 3.5M unique visitors //



384k downloads //



6.4M videos viewed



Safety first

Involvement of **22,000** people to enforce safety measures

72 secured zones for spectators

Massive safety campaigns in local media (value: **500k €**)

Iritrack safety satellite tracking system

dakar.com

@dakar

#dakar2016

DAKAR

THE ODYSSEY



The Dakar. The Odyssey. The Obsession.

2012, January #1st attempt

2015, January #2nd attack

11 months a year I live and work
aiming towards a single goal.

Tell the truth: no obsession.

Maybe, a new odyssey.

Surely, pure passion.

I have a debt to Dakar,
Dakar is in debt to me.

 **Stefano Marrini**

**2016, January.
Fix the date.**

stefanomarrini.com

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