

SAME PLACE, NEW ADVENTURE

ARGENTINA - CHILE



The beautiful story

It is a strong influence from Europe that partly made the history of Argentina and Chile. The spirit of the Century of Lights, over 200 years ago inspired the South American freedom fighters in their quest for freedom. Chance has wanted the celebrations of the bicentenary of the independence of the two countries to open with the start of the 2010 Dakar, scheduled on the 2nd of January in Buenos Aires. It is a pride and an honour for the rally to find itself implied in a solemn moment of communion between these two people. I like to consider it as more than a coincidence, more a sign of destiny.

The will to share remains the driving force of the competitors and organisers of the Dakar. In this domain, the experience witnessed in 2009 overwhelmed us just as much as it seemed to delight our hosts. The success of this meeting gives new ambitions to those who will take part. There is another page of history to be written.

Etienne Lavigne
Director of the Dakar



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Argentina, Chile... they want more

Marc Coma (ESP), winner of the 2009 Dakar, bike class

"South America is a unique opportunity to have another terrain to live the same thing. I'm therefore very happy to come back, especially because I'm the only winner of the Dakar in South America and I intend on staying so".



Giniel De Villiers (ZAF), winner of the 2009 Dakar, car class



"It was a real proper Dakar. The support of the fans was fantastic and the impact of the people was incredible. We're not used to seeing that in our sport. And actually, I like it better when there are so many people".

Firdaus Kabirov (RUS), winner of the 2009 Dakar, truck class

"The discovery of these paths and of these landscapes that I had never seen, is the success that add to my victory. The idea to continue in Argentina and Chile really pleases me".



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CALENDAR

Beginning of May 2009: Course presentation press conference

May 15th to July 15th 2009: Competitors registration period

End of November 2009: Shipping of the vehicles from le Havre

December 30th and 31st 2009: Administrative & technical scrutineering in Buenos Aires

January 1st 2010: Briefing and start podium

January 2nd 2010: Start from Buenos Aires

January 2nd to 17th 2010: Dakar Rally in Argentina and Chile

January 17th 2010: Podium finish in Buenos Aires



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DAKAR 2010: CONTINUE EXPLORING

The tracks discovered in Argentina and Chile during the 2009 edition represent for the teams of the rally an invitation to continue the exploration. On a sports point of view, the potential of these territories offers exalting perspectives: by exploring new areas, the 2010 Dakar will offer an intense and renewed challenge. The experience of the first edition in South America having shown some restraints in terms of terrain, several changes have been planned in order to ensure security and equity between the competitors.

MORE SAND

The dune crossings and off-piste navigation are part of the essential elements of rally raid. It is in these key domains that are evaluated the technical capacities of the competitors: in the sand, the performance is also a story of finesse and strategy. During the 2009 edition, the drivers and riders were already able to test themselves on different types of sand. They will have even more dune crossings in 2010.

ON EQUAL TERMS

The two countries that welcome the Dakar present complementary characteristics with enough variety to authorise different types of piloting to be expressed. The course planned for the 2010 race was designed with the will to spread equally the stages and difficulties between Argentina and Chile. The mileage, both in special and liaison, will be more or less the same from one side to the other of the Andes.

AN ADAPTED FORMAT

The selection of bikers

Like each year, the registration files will be very carefully examined. Several new measures will be introduced in the selection for the 2010 edition. Indeed, the riders will for example have to have taken part in a rally of the FIM World championship or to a Dakar Series event of the last three years.

Doubled courses

It sometimes occurs that the race configuration makes it difficult to mix different classes of vehicles. Each time the reconnaissance team judges that it is possible and necessary, different courses will be planned in order to limit risks. These devices will also allow taking bikers in more technical portions where they will be able to show their specific aptitudes.

A race for each

Again with the goal to fluidify the progression of the race vehicles, the starting times will be widened between the different types of vehicles. Thus, the first car will take off long after the last bike and the trucks will systemically take off after the last car.



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DAKAR 2009 EFFECTS: THE PUBLIC WELL PRESENT

The 2009 Dakar moved to South America with the strong conviction of meeting an enthusiastic public. The will to make discover amazing territories to the competitors as well as TV spectators around the world was also one of the goals of the 31st edition. The outcome of the studies done reveals both the support of the public and the power of attraction of both host countries. They join the feeling of Enrique Meyer, State Secretary for Tourism in Argentina who judges that the “*Dakar was the most important action for tourist promotion in the history of Argentina*”.

THE DAKAR ON TV: 189 COUNTRIES, ALWAYS MORE FOOTAGE

The media interest shown by the TV channels around the world (**a total of 1130 hours of coverage against 634 in 2007**, with close to 1000 hours of dedicated programs) was confirmed by the audiences measured during the rally. The cumulated audiences (sum of the average audiences registered both on dedicated programs and news) reach **2.2 billion TV spectators** during the length of the competition.

A DELIGHTED PUBLIC, PASSIONATE SPECTATORS

On the Argentina part of the course, 3 million spectators were registered as well as 600 000 during the four Chilean stages. While the show was mainly witnessed by families, studies show that most of them are motorsports fans (61 % in Argentina, 66 % in Chile). **Over 95 % of the interviewed people are proud to welcome the Dakar** in their country. (1)

THE DAKAR CHANGES CONTINENT: YES TO SOUTH AMERICA

The notoriety enquiry done allows considering that of the five countries studied (2), **296 million individuals have followed the Dakar** through the media, including for example 130 million Brazilians and 54 million Americans.

It is to that public, interested in the event that was asked the following question “Did the footage of the 2009 Dakar make you want to go to Argentina / to Chile?” On that basis, 80 % of the French questioned, over 88 % of the Americans and 75 % of the Japanese answered positively. The total of potential tourists estimated exceeds **250 million people**.



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DAKAR.COM: VIDEO SEDUCES MASSIVELY

A strong increase of visits was registered on the website www.dakar.com, with 2.9 million unique visitors (+60 % compared to 2007). The video section that saw its content seriously developed attracted many web users: **2.4 million videos** seen during the race.

DIRECT ECONOMICAL EFFECTS: 57 MILLION EUROS

The Dakar rally travelled during over two weeks in Argentina and Chile with important logistical needs. All the expenses of the organisation linked for example to transportation, accommodation and catering represent a direct injection into the local economy. The studies done concerning the spectators that travelled to go and see the race or the media that covered it, allowed evaluating the global sum of the direct economical effects. As a total, the economical impact reaches 57.5 million Euros (US\$, 74.5M).

The study doesn't take into account the indirect economical effects that will come from the tourist impact on a short, medium and long term, and linked to the media exposure.

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- (1) Datum collected on the basis of 1252 interviews, done in the 'public zones' of Buenos Aires, Mendoza and Valparaiso.
 - (2) On-line study led by "Are You Net" between 20/01 and 07/02/2009, concerning representative samples of the national population (quota methods) in France, Spain, Brazil, Japan and the United States.



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ENVIRONMENT: AN EFFICIENT COOPERATION

On territories that distinguish themselves through their majesty, entrusted by the nations that have welcomed the event with enthusiasm, the Dakar had the duty to respect the places. For their first visit to South America, the organisers therefore wanted to approach the authorities in charge with the environmental questions. This process was adopted as soon as the first stages of the course making. It then continued by an efficient cooperation in the last preparations, and then during the rally. When the moment came for an analysis of the environmental impact of the race, the organisations commissioned presented a report that underlines the efficiency, in Argentina and Chile of the devices established for the passage of the Dakar.

In Chile, it was the CONAMA (*Comision Nacional del Medio Ambiente*) that proceeded in an evaluation during the race days, and then requested an assessment from the different regional directions after the passage of the rally. The conclusion of its report reveals no dysfunction:

“The organisation of the Argentina Chile 2009 Dakar Rally has respected all the agreements established, especially concerning the layout of the course so that it doesn’t go through places protected in an official way, or sensitive places in terms of regional biodiversity”.

In Argentina, the *Secretaria de Ambiente y Desarrollo Sustentable* especially focused on examining the work done by the company chosen to deal with the collect, the sorting and the treatment of specific waste at the bivouac, like oil change, used tires, etc. There again, the authorities pointed out the implication of the different parties and suggested some marginal adjusting that will aim at improving the system set up.

The work accomplished in 2009 allowed preventing possible environmental damages. It is with the same ambition and in a climate of cooperation that the organisers take on the preparation for the 2010 edition.



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THE DAKAR LENDS A HAND

As the Dakar discovers new territories, it also aims to develop relationships and maintain a link with the people who welcome the race. For thirty years in Africa and now in South America, the rally has joined forces with a number of initiatives and remains faithful to its roots and values.

UN TECHO PARA MI PAIS



“Un techo para mi país” (A Roof for my Country) carries out actions in the realm of emergency housing: forty houses in Valparaiso, Chile, forty others in Argentina. By implicating itself in the work of the “*Un techo para mi país*” association, the Dakar contributes to the implementation of a concrete project for families that benefit from the operation. Most importantly, financial aid from the rally will be donated to a dynamic organization, whose goal of carrying out large-scale operations becomes more evident with each passing year.

As a partner of “*Un techo para mi país*”, the Dakar adheres above all to a method that consists of treating issues with a global approach. For this year, teams from the association have identified needs in areas near Valparaiso. On January 10, the rest day on the shores of the Pacific, rally organizers and competitors met with volunteers who have taken charge of the operation, and to whom a 112 000 dollars check was given. This encounter also allowed the competitors to discover these projects. It is by associating them that the Dakar intends on developing the initiative and building more and more roofs.

AFRICA ALWAYS

The ties that have been woven with Africa throughout its history will lead the rally to find new inspiration on the banks of Lac Rose as soon as the geopolitical situation allows. The Dakar continues to maintain regular contact with African countries, and will continue to lead programs planned over time for the Dakar Solidario, Dakar Actions and support for the “Dakar Six Hours automobile race”.

Implementation of Dakar Actions programs, developed in collaboration with SOS Sahel, will continue during 2010. The idea is to ensure successful completion of a certain number of projects initiated by the local population in the fields of sustainable development, agriculture, reforestation and reinforcement of dunes. These efforts will be continued.



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THE DAKAR VALUES

The Dakar spirit is found at the crossroads of several passions. Beyond being an impossible to avoid and unique event in the motor racing world, it is also a unique human experience. The rally's history, the performance of some and the struggles of others, remind each of us that the Dakar is above all else a sentimental and emotional affair. The competitors are most attached to this dimension. This is what explains, for example, the survival of the idea of mutual aid within the caravan.

A world class sporting competition

More than a simple motor race, the Dakar requires off-road navigation capabilities and rock-solid consistency. In rally-raid, endurance is primordial; the least mistake can be costly. This mix of physical rigour and technical performance has been an attraction for champions from diverse horizons for nearly 30 years, all of whom desire to measure themselves and learn about this original event. Former WRC world champion, Ari Vatanen found the winning formula; Stéphane Peterhansel, who tried his hand at all sorts of exceptional challenges early in his career and world enduro champion, became the uncontested expert of the event; Cyril Despres has stepped onto the top step of the podium; world ski champion, Luc Alphand was a fast learner of the desert; American NASCAR stand out, Robby Gordon, the king of ice racing in another life, Yvan Muller, Carlos Sainz or Guerlain Chicherit have also turned towards the ultimate goal: win the Dakar.

A human experience apart

Like the mountains or the oceans, wide-open spaces inspire "adventurers". Entering the Dakar is in some ways like climbing your own Everest, complete your sailing or rowing around the world trip. The finish podium represents an extraordinary challenge; sometimes it's a life's challenge. Beyond the standings, all the competitors are motivated by this tenacious desire, this nearly insane dream. Whether they are motorcycle riders or drivers in cars or trucks, they share this ambition, a feeling that nears. The tradition of mutual-aid, the buzz word that is a pillar of the "Dakar spirit", born from this shared passion. No matter their origins, they all speak the same language.

An international nomad event

Born in Africa where its legend was created, the Dakar is by nature attracted towards the unknown. The discovery of territories, one of the event's reasons to be, has pushed the Dakar to head to new directions. The Sahara fascinated the competitors for nearly 30 years and in the future will, once again, become a regular meeting point. For now, it is the conquest of other continents that the Dakar seeks with the desire to surprise intact. The Dakar has always been an international nomad event. It is based on the need for exchange and on its competitors' capacity of openness. They all have the desire to explore the deserts of the world.



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