

SAME PLACES, NEW ADVENTURE

ARGENTINA - CHILE



Shivers of envy

What a long path covered! The challenge launched just over a year ago was rather audacious. It suited the temperament of the Dakar that proved it was able to bounce back after being hit: the perseverance and the resistance to adversity are indeed values inscribed in its genetic heritage. Looking back, we can indeed say that the transatlantic crossing inflicted to the rally was managed with sufficient energy and the necessary suppleness. It's the status and the power of fascination of the Dakar that allowed it to navigate with enough ease in unknown territories. During the first edition organised in South America, the competitors were conquered by both the men and the territories that they discovered. The Argentineans and Chileans were just as seduced by the event, awaited with curiosity and with which they have already created history.

The confidence of the authorities of Argentina and Chile, that wished to open the festivities of the bicentennial of their independence with the start of the Dakar, is taken with a lot of pride. The organisation teams are now experiencing all along the months methods of work that are being perfected with the different departments implied, concerning both the nations and Provinces. The visits done during the last weeks, from Beijing to Barcelona, from Tokyo to Mendoza, confirm that the Dakar language still speaks very intensely to the adventurers around the world. The dunes of the Atacama Desert provokes everywhere shivers of envy.

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

This year, the scrutineering will be held exclusively in Buenos Aires

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 1st 2010 at night : First bivouac in Buenos Aires province

January 2nd to 16th 2010: Dakar Rally in Argentina and Chile

January 9th 2010*: Rest day in Antofagasta

January 17th 2010: Podium finish in Buenos Aires

* The date and place of the rest day are not confirmed yet. It might be in Copiapo on January 10th

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2010 COURSE: THE SAND ASSET

The triptyque designed for the 2010 Dakar on the territories of Argentina and Chile promises to each kind of driver a sequence adapted to their qualities. The long stay in the Atacama Desert will be the climax of a 9000 kilometres loop through the continent. But the global balance of the course with varied difficulties force all to be consistent and careful to the end.

Act I: Finding the right tempo

Speaking a smooth entry would minimize the first three stages of the 2010 Dakar. The days will be long and not only in road section. On already very demanding specials, the most skilful competitors will find an opportunity to build on a position from which they will be able to capitalize. The hard soil will be favourable to technical exploits for its experts in trajectories. They will however have to rapidly switch talents to take on the first little dunes of white sand that they will meet close to Fiambala.

Act II: The dunes of Atacama!

Those who have already visited the Paso San Francisco in 2009 will this time go there using the opposite direction. The road heading there, known as one of the most beautiful in the world will serve as a break before taking on a detailed exploration of the Atacama Desert. The driest part of the world that the competitors will this time discover all the way to the city of Iquique, is the kingdom of dune crossings. During five stages, cut by a rest day at Antofagasta, the riders and crews will head to the north of Chile where off-road mileage will be considerable. It will be without doubt the toughest part of the rally, with reduced road sections: the stop watch will never stop.

Act III: The road of contrast

A change of landscape will occur every day from then on. While there is only one word to talk about sand, all types of soil will, on the other hand, be experienced on the return trip to Buenos Aires, from dunes to flat portions as well as sandy paths that go up the hills of the Mendoza Province. Added to the terrain, it is also visually that the contrasts will be stunning for the competitors as they leave the contours of the Andes Cordillera. On this last part, two stages are long and demanding enough to provoke significant gaps. At a time when bodies and machines will be tiring which should have an impact, the final positions will not be set.

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2010 REGULATIONS: TALENT FIRST

This year, the organisers of the Dakar have decided to balance the sporting aspect by changing the technical regulations in the car and bike classes. Some petrol vehicles will benefit from an aid that will allow them to reduce the gap that grew with the diesel technologies that have been dominating the debates. On two wheels, the decision to build for the 2011 horizon a field only for bikes of maximum 450cc will allow to level all bikers. This measure will partly be effective for 2010.

Bikes: on equal terms

For several years, more and more of the top bikers have won specials or finished in the leading ten overall positions using under 450cc bikes. At the same time, the smaller capacity machines have been more and more present, representing 40% of the registered riders at the start of the 2009 Dakar. Financially more accessible and more reliable than the older bikes of the previous generations and now more adapted to the demands of cross country rallies, the 450cc still have a deficit in performance that prevent them from reaching even higher ambitions. This difference will be totally erased for the 2011 Dakar during which only bikes with engines under 450cc will be accepted.

A restrictor in 2010 for the amateurs over 450cc

In order to reach this objective of levelness between competitors that will open the number of potential victory contenders, a transition measure has been taken for the 2010 Dakar. Aware of the important number of competitors already having bikes of over 450cc, the organisers have decided to accept them for this edition with the obligation to set up a restrictor reducing the power of the engine. This restrictor, conceived to limit the performance to the level of the 450cc, will be provided by the rally organisation.

The champions on 450cc in 2010

This modification aiming to support the amateur riders that want to line up at the start of the rally will not be applicable to a certain number of professionals and semi-professionals for which a list will be established later. The possible winners will therefore be forced to use as soon as 2010 a bike of under 450cc. On equal terms, they will battle it out using the qualities that define champions in the discipline: physical endurance, piloting, navigation.

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Autos: A helping hand for the “petrols”

The vehicles propelled by a turbo diesel engine have taken an advantage over their rivals, and have notably built an important gap on most of the amateur crews that take on the rally. In order to reduce this margin and allow the most competitive of the lot to be part of the battle in front, the crews that have an atmospheric petrol engine (over 2 air valve/cylinder) will be authorised to increase the size of the air intake restrictor, from 32mm to 34mm.

The regulation for the turbo diesel engines remains unchanged. The professional teams registered or supported by a manufacturer will be submitted to the current T1 regulation (art 6P3).

A new plate for the 2010 Dakar

Dunes all over the plate! For the 2010 edition, the Dakar has decided to re-design its official plate that appears on all the official documents of the rally and welcomes on the doors of the vehicles the race numbers of the competitors. The work on the new design ended up in the creation of a new form, voluntarily asymmetrical. The research around the colours and lines also points out the decisive role that the desert and dunes have in the event. Added to that, a privileged place has been kept for the famous scarf that has been following the rally for over twenty years: created for the 1986 edition, the turban used by the Sahara Touaregs had been re-designed on the occasion of the 1994 edition.



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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 route, 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 route so that it doesn’t go through places protected in an official way, or sensitive places in terms of regional biodiversity”.

This year, the validation commission of the route set in Chile welcomes, other than the members of the CONAMA, the representatives of the *Ministerio de Bienes Nacionales* as well as the *Corporacion Nacional de Desarrollo Indigena* (CONADI) that supports the indigenous populations.

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.

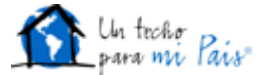
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THE DAKAR LENDS A HAND

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.