



„A CHALLENGE FOR THOSE WHO GO, A DREAM FOR THOSE WHO STAY BEHIND“

RALLY DAKAR

RALLY PROGRAM BY



JOHANNESBURG, APRIL 2024

THE CONCEPT

TO CREATE A COMPETITIVE
TEAM AND COMPETE IN **DAKAR**
RALLY

THE ORIGINS

TRUE LEGENDS ARE NOT BORN,
THEY ARE MASTERFULLY CRAFTED

Every success has its roots. It took Julien Hardy and his Century Racing team 17 years to learn how to build winning cars for Dakar Rally – the toughest and most demanding off road car competition in the world. The team lives and breathes Dakar and their only goal is to win not only their class, but to win the race overall.

Every year, every rally, every challenging stage has provided the foundation for valued research and development in race performance. Today Century Racing, the small team from South Africa, despite its size and limited resources competes against the biggest automotive brands in the world. They understand the real value of time and humility.

Lesson learned.

DAKAR RALLY

„A **CHALLENGE** FOR THOSE WHO GO, A
DREAM FOR THOSE WHO STAY BEHIND”

The Dakar Rally - is an ultimate test of endurance, reliability and performance for every off road vehicle. Dakar is not only the most demanding rally-raid competition in the world, it is also the most popular and followed one in the world.

The unforgiving terrain exposes every weakness, pushing the cars to their absolute limits. Those who can stand the test and climb the ladder become off-road legends.

DAKAR RALLY

10 INTERESTING FACTS & FIGURES FROM RALLY DAKAR

1

DISTANCE

THE DAKAR RALLY LASTS FOR TWO WEEKS AND COVERS NEARLY THE DISTANCE OF AN ENTIRE WRC SEASON. LAST YEAR THE TOTAL DISTANCE REACHED 7891 KM.

2

DEVELOPMENT LABS

DAKAR'S CHALLENGING CHARACTERISTICS MAKE IT AN UNRIVALED LABORATORY FOR INNOVATIVE TECHNOLOGIES

3

ULTIMATE TEST

RALLY DAKAR IS AN ULTIMATE TEST FOR BOTH CARS, DRIVERS AND TEAMS. SOME OF THE STAGES REQUIRE 12 HOURS OF DRIVING

4

GLOBAL STAGE

DAKAR RALLY HAS BEEN HELD IN NORTH AFRICA, SOUTH AMERICA AND RECENTLY SAUDI ARABIA. OVER 59 NATIONALITIES ARE REPRESENTED, FOLLOWED BY FANS AND MEDIA FROM ALL OVER THE WORLD

5

NAVIGATION MASTERCLASS

IT IS NOT JUST ABOUT SPEED: DRIVERS AND RIDERS RELY ON ROAD BOOKS AND COMPASSES TO NAVIGATE OFTEN UNMARKED AND TREACHEROUS COURSES. GETTING LOST CAN HAVE DEVASTATING EFFECTS WITH LIMITED WATER SUPPLY.

6

WORLD CLASS SPECTACLE

OVER 4 MILLION PEOPLE WATCH THE DAKAR RALLY IN PERSON MAKING IT EVEN BIGGER THAN FIFA WORLD CUP IN TERMS OF LIVE ATTENDANCE

7

SPIRIT OF ADVENTURE

AT ITS CORE DAKAR RALLY IS ABOUT THE SPIRIT OF ADVENTURE, PUSHING HUMANS AND MACHINES TO THEIR ABSOLUTE LIMIT. IT IS A TRUE TEST OF COURAGE, RESILIENCE AND DETERMINATION.

8

FAST, FASTER, DAKAR

FASTEST CARS CAN REACH OVER 190 KM/H ON THIS ROUGH AND UNFORGIVING TERRAIN.

9

POWERFUL MEDIA PLATFORM

THE ESTIMATED GLOBAL TV VIEWERSHIP FOR THE DAKAR RALLY IS AROUND 1 BILLION VIEWERS ACCORDING TO DAKAR PROMOTER. THE EVENT WAS BROADCASTED IN 190 COUNTRIES.

10

TO FINISH FIRST, FIRST YOU HAVE TO FINISH

ONLY 51% OF COMPETITORS CAN PROUDLY SAY THEY HAVE FINISHED DAKAR RALLY. AS RALLY DAKAR FOUNDER ONCE SAID: „A CHALLENGE FOR THOSE WHO GO, A DREAM FOR THOSE WHO STAY BEHIND”

DAKAR ONLINE

MASSIVE FAN COMMUNITY FOLLOWING ONLINE



2.2

MLN



2.8

MLN



1.4

MLN



0.6

MLN



0.5

MLN



CASE STUDY 1

MITSUBISHI PAJERO

Victories in the Dakar, one of the most grueling motorsport events, helped establish the Pajero as a tough, reliable SUV. This reputation boosted sales of the production Pajero, as consumers equated the rally car's success with the qualities they desired in their own vehicle. Mitsubishi leveraged their Dakar wins for promotional campaigns, highlighting the Pajero's capabilities and associating the brand with adventure and exploration. The harsh environment of the Dakar Rally pushed Mitsubishi engineers to develop new technologies and improve the Pajero's durability, performance, and handling. With Dakar's large international audience Mitsubishi's success increased brand awareness around the world, particularly in off-road enthusiast markets. Overall, Mitsubishi's involvement in the Dakar Rally with the Pajero was a successful marketing strategy that enhanced brand image, sales, and technological development.

26 starts resulted in 12 victories and King of The Desert nickname people used to call Pajero back in the days



CASE STUDY 2

TOYOTA HILUX

Toyota has certainly benefited from their participation in the Dakar Rally with the Hilux, similar to Mitsubishi's experience with the Pajero. Victories in the Dakar solidify the Hilux's reputation as a durable and dependable pickup truck. This aligns perfectly with the image Toyota wants to project for the Hilux, leading to potentially increased sales. Toyota can leverage their Dakar wins in promotional campaigns, showcasing the Hilux's capabilities and associating the brand with adventure and toughness. The Dakar Rally's harsh environment likely pushes Toyota to develop new technologies that improve the Hilux's durability, performance, and handling. These advancements might eventually find their way into production models.

As Toyota mentions in their press releases their sales for Hilux model were significantly growing in relating years.

Hilux car won FIA World Cup for Cross Countries Rallies in 2016, 2017 and 2021 and the Dakar Rally in 2019, 2022 and 2023.



CENTURY RACING

A PARTNERSHIP THAT IS **INSPIRED BY MOVEMENT**

Century Racing is one of the most successful private teams in Rally Dakar history. Each year the performance of the team is improving as they learn from mistakes and preserve their humble attitude.

Century Racing has become a force to be reckoned with due to their consistent wins and top finishes despite a very limited budget.

Century Racing has been winning Dakar Rally in the two wheel drive class and its current form has been confirmed this year by winning the 4000km Morocco Desert Challenge overall in the new 4WD model.



TRACK RECORD

IMPRESSIVE TRACK RECORD PROVES CENTURY RACING **POTENTIAL**.

1 STAGE WIN (OVERALL) IN DAKAR

2 2ND BRAND REPRESENTATION WITH 12 CARS IN DAKAR 2024

3 TOP TEN FINISHES OVERALL (2020, 2022, 2024)

4 RALLY DAKAR WINS (CLASS)

42 STARTS IN DAKAR

75 OVER 75% CENTURY DRIVERS FINISHED DAKAR RALLY

100 100% COMPLETION IN DAKAR RALLY 2021



THE JOURNEY SO FAR

THE TEAM EXPANDS EVERY YEAR CHANGING IN A
TOP **MOTORSPORT ORGANIZATION**

The number of cars entered to Dakar Rally
over the years:

- 2012 - 1 car
- 2016 - 2 cars
- 2019 - 1 car
- 2020 - 1 car
- 2021 - 5 cars
- 2022 - 10 cars
- 2023 - 10 cars
- 2024 - 12 cars
- 2025 - 15 cars estimated

TEAMWORK

NEITHER THE CAR NOR THE DRIVER CAN WIN ON ITS OWN, IT IS A TEAMWORK THAT TAKES IT TO THE **NEXT LEVEL**

Of all important components of successful team it is teamwork that stands out and Century Racing has repeatedly proven that they can thrive in any circumstances, at any location, even under extreme time pressure. This is what makes the team great.

In fact it is a rare and valuable knowledge that top brands are looking for in a quest to improve their performance. The true nature of motor racing puts teams under enormous time and result pressure and things here are progressing in a speed that can barely be matched by any industry.

In motor racing we believe there is just one winner, second is the first one to loose.

TURN KEY SOLUTION

THE CENTURY RACING IS A RARE COMBINATION OF **QUALITY, PERFORMANCE AND MEDIA REACH**

Century Racing represents quite a unique opportunity as a turn-key solution. The alliance will allow you to arrive on Dakar Rally / off-road scene with competitive car straight out of the box.

The entire team, its 20-years of experience, know how and performance may play an important role in opening one and only opportunity for gaining an international media presence, proving the off road capabilities of the car and winning the hearts of the fans all over the world.



THE STORY

SMALL TEAM FROM AFRICA, POWERED BY PASSION PROVES THAT **NOTHING IS IMPOSSIBLE**.

A small team from Africa with limited resources, powered by passion, commitment and determination and great engineering skills is taking on big guns of automotive industry proving that in life nothing is impossible.

This powerful message can be an inspiration for people all over the world and will make a great story line for TV documentary film.

MARKETING BENEFITS

BRANDING

- COMPETITION CARS
- DRIVERS RACE WEAR
- DRIVERS HELMETS
- TEAM TENTS
- SERVICE VEHICLES
- SERVICE AREA
- TEAM WEAR

ORIGINAL CONTENT

- ORIGINAL VIDEO
- PREMIUM PHOTO SERVICE
- DEDICATED PHOTO SHOOTING SESSION
- INFOGRAPHICS
- INTERVIEWS WITH DRIVERS
- CUSTOM CONTENT PROJECTS

PUBLIC RELATIONS

- PRESS CONFERENCE
- ARRANGED INTERVIEWS FOR INTERNATIONAL MEDIA
- DEDICATED MEDIA DAY (CAN BE ARRANGED TOGETHER WITH CODRIVE EXPERIENCE IN NAMIBIAN DUNES)
- DRIVER APPEARANCE (TBD)
- PRESS RELEASES

MARKETING & SALES

- DEDICATED EVENT FOR DEALERS AND DISTRIBUTORS
- PRODUCT PROMOTIONS (PRIZES)
- ORIGINAL MERCHANDISING PRODUCT LINE FOR PROMOTIONS
- 1:18 RADAR CENTURY RACING CAR DIE CAST MODEL
- OPPORTUNITY TO SELL RADAR TYRES THROUGH CENTURY RACING TEAM

SPONSORSHIP PACKAGES

BRONZE PACKAGE

- PLACING THE SPONSOR'S LOGO ON THE SIDE OF THE RALLY VEHICLES.
- MENTIONING THE SPONSOR ON THE TEAM'S SOCIAL MEDIA (AT LEAST 3 DEDICATED POSTS).
- THE POSSIBILITY OF USING THE TEAM'S IMAGE IN THE SPONSOR'S ADVERTISING MATERIALS.
- OFFICIAL THANK YOU IN THE PRESS MATERIALS AFTER THE RALLY.

4 PACKAGES AVAILABLE

100 000€

SILVER PACKAGE

- EVERYTHING FROM THE BRONZE PACKAGE, PLUS:
- THE SPONSOR'S LOGO IN A MORE VISIBLE LOCATION ON THE VEHICLES AND ON THE DRIVERS' SUITS.
- EXCLUSIVE BEHIND-THE-SCENES MATERIALS OF THE TEAM'S PREPARATIONS, SHARED WITH THE SPONSOR (PHOTOS, VIDEOS).
- THE OPPORTUNITY TO PARTICIPATE IN THE TEAM'S BRIEFINGS BEFORE SELECTED STAGES OF THE RALLY.
- PROMOTION OF THE SPONSOR IN AT LEAST ONE DEDICATED POST ON THE GLOBAL MEDIA PARTNER'S PLATFORM.

3 PACKAGES AVAILABLE

150 000€

GOLD PACKAGE

- EVERYTHING FROM THE SILVER PACKAGE, PLUS:
- THE SPONSOR'S LOGO IN THE MOST PRESTIGIOUS LOCATION ON THE VEHICLES (E.G., HOOD, MAIN DOORS).
- ACCESS TO THE VIP AREA THROUGHOUT THE ENTIRE RALLY (WITH A SPOT IN THE TEAM'S SERVICE AREA).
- A PERSONAL GUIDE TO THE BEHIND-THE-SCENES OF THE RALLY DURING ONE OF THE SELECTED STAGES.
- A DEDICATED PROMOTIONAL CAMPAIGN ON THE TEAM'S SOCIAL MEDIA (E.G., A SERIES OF STORIES AND POSTS TAGGING THE SPONSOR).
- THE POSSIBILITY OF A LONG-TERM PARTNERSHIP FOR FUTURE EDITIONS OF THE RALLY.

1 PACKAGE AVAILABLE

250 000€

THANK YOU

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