



# SAME PLACE, NEW ADVENTURE

## ARGENTINA - CHILE

### **Write history...**

Heroes are never tired! Experience of the weeks and months have even taught us that those of the Dakar know, maybe even more than others, how to mobilize resources. Just a few lengths away from the big reassembling, sensations come back in identical way. The amount of letters shows the impatience and excitement of the competitors, partners and journalists.

On the 1<sup>st</sup> of January, Argentines and Chileans will launch a year of celebrations and communion around the bicentenary of their countries. They've entrusted to the Dakar the honour of being alongside them in this historical moment. The sporting show offered to the world has to be at the height of the two Nations and the majesty of the territories on which it will be played.

Massed on the side of the roads and tracks during the first edition, our hosts have this year reached a new level in the affection to an event for which they have immediately been thrilled. On the start line of the 2010 Dakar, the Argentinean and Chilean competitors will be three times as many, now forming an imposing contingent, led by a bunch of virtuosos able to make their flags fly high in good position. However the national party atmosphere and our enthusiasm to continue the exploration of this fabulous continent won't prevent us from hiding the severe reality: the challenge offered this year can be ranked among the top adventures on the planet of extreme sports.

With the density of difficulties on the program, how many can admit, without bragging, that they will be on time at the meeting of the 17th of January in Buenos Aires, after having covered a 9000 kilometre loop course? The statistics are unforgiving, there will be some disappointed. For the others, the dose of emotion to digest promises to be copious. They will have written a part of history.

**Etienne Lavigne**  
**Director of the Dakar**

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### WHAT THEY SAID

#### **Firdaus Kabirov, winner of the 2009 Dakar, truck class**

"The discovery of these roads and of these landscapes that I had never seen is a part of my success. The idea of continuing in Argentina and Chile really pleases me".

#### **Marc Coma, winner of the 2009 Dakar, bike class**

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

#### **Giniel De Villiers, winner of the 2009 Dakar, car class**

"The support of the public was extraordinary and the impact of the people was incredible. We're not used to seeing that in our sport. And actually I prefer when there are a lot of people".

#### **Gilles Gelebart, newcomer on the 2010 Dakar**

"It isn't the continent that counts; it's the experience to live".

#### **Michel Turon-Barrère, victim of a broken engine during the first stage who finished the rally outside the race**

"I was conquered by these two countries. The relationship with the people was both warm and simple".

#### **Frédéric Favre, registered with his wife on the 2009 Dakar, finishing 32<sup>nd</sup> overall**

"The atmosphere is fabulous and the landscapes magnificent. I was surprised by the dunes of the Atacama, totally different from what I knew".

#### **Ales Loprais, 3<sup>rd</sup> in 2007, among the title contenders in the truck class**

"What we discovered last year was simply bluffing. The sand stages were extraordinary and that's what I await in priority".

#### **Mame Less Diallo, Senegalese biker who finished six of the ten Dakar rallies in which he took part**

"The Dakar is like the football World Cup, it can change continents. As a Senegalese, I'm delighted to go and represent my country on the other side of the Atlantic. And I'm especially excited by this discovery".

#### **Mirjam Pol, Dutch biker, won the women's class in Buenos Aires**

"I noticed that in Argentina and in Chile, the stages are very varied. In the same day, you can see sand, stones, sea and mountains... It's maybe even more difficult".

#### **Philippe Gache**

"The Dakar remains the Dakar wherever it takes place. It's the biggest rally in the world whether it's in South America or in Africa. The Dakar is incomparable".

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### THE COURSE

Date	Start	Finish	kilo ASST	Kilo race BIKE				KILO race AUTO			
				liaison	SS	liaison	Total	liaison	SS	liaison	Total
31/12				liaison	SS	liaison	Total	liaison	SS	liaison	Total
1/1	Buenos aires	Colon	275	317			317	317			317
2/1	Colon	Cordoba	505	349	219	84	652	349	251	84	684
3/1	Cordoba	La Rioja	453	56	294	276	626	56	355	276	687
4/1	La Rioja	Fiambala	285	259	182	0	441	259	182	0	441
5/1	Fiambala	Copiapo	503	394	203	32	629	394	203	32	629
6/1	Copiapo	Antofagasta	558	90	483	97	670	90	483	97	670
7/1	Antofagasta	Iquique	378	180	418	0	598	180	418	0	598
8/1	Iquique	Antofagasta	378	37	600	4	641	37	600	4	641
9/1	REST DAY										
10/1	Antofagasta	Copiapo	558	96	472	0	568	96	472	0	568
11/1	Copiapo	La Serena	354	0	338	209	547	0	338	209	547
12/1	La Serena	Santiago	438	112	238	236	586	112	238	236	586
13/1	Santiago	San Juan	508	211	220	3	434	211	220	3	434
14/1	San Juan	San Rafael	409	23	476	297	796	23	476	297	796
15/1	San Rafael	Santa Rosa	547	76	368	281	725	76	368	281	725
16/1	Santa Rosa	Buenos Aires	623	166	206	335	707	166	206	335	707
17/1	Total		6772	2366	4717	1854	8937	2366	4810	1854	9030
	Total liaison			4220				4220			



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### Stage 1: Buenos Aires – Cordoba : Going through Calamuchita

#### **Motos - Quads**

Liaison, 349 km  
Special, 219 km  
Liaison, 84 km

#### **Autos - Trucks**

Liaison, 349 km  
Special, 251 km  
Liaison, 84 km

In the first days of the rally, overtaking is sometimes tricky. To make things easier between the bikers and the car and truck crews, a doubled course has been designed with just a few kilometres less for the riders. While the course will be separated, the program remains similar with tracks that will seduce the sliding specialists. In the car class, experts will have noticed a tribute to the Argentinean leg of WRC that usually goes through the Calamuchita Valley. The steering wheel virtuosos will be able to express themselves.

### Stage 2: Cordoba - La Rioja : Double sensation

#### **Motos - Quads**

Liaison, 56 km  
Special, 294 km  
Liaison, 276 km

#### **Autos - Trucks**

Liaison, 56 km  
Special, 355 km  
Liaison, 276 km

Again to avoid tricky manoeuvres, bikes and quads will have, like on the previous day their own course. On the major part of the special, the motocross and enduro specialists will enjoy the blind jumps and series of fast bends. They will then have to take on a wilder environment: less sinuous but rockier. The drivers in cars and trucks will have to take good care of their brakes on a long descent at the middle of the special.

### Stage 3: La Rioja – Fiambala : The white pit

Liaison, 259 km  
Special, 182 km  
Liaison, 0 km

It'll be on the third real day of racing that the competitors will have to deal with a first test. The change of context will be radical: with a switch from earth to sand and especially a dune portion of close to 30 kilometres. Other than their dimension that suits perfectly a first part of rally, these dunes are noticeable thanks to their white colour. In this new landscape, the crews will enjoy off-piste. They will also have to adapt to a change of climate and especially sand storms that are frequent in the area.

### Stage 4: Fiambala – Copiapo : Welcome to the Atacama

Liaison, 394 km  
Special, 203 km  
Liaison, 32 km

The organisers have made sure of taking good care of the competitors during this day that will first of all be used to cross the border. After a very early start, the crossing of the Andes Cordillera will be done during a liaison. At an altitude sometimes over 4000m, the shivers will be linked to the temperature as well as the beauty of landscapes. The descent, Chile side, will take the competitors to an absolute desert special. The rather short distance of this exercise will allow one to work on the last settings for a 'sand' configuration that the vehicles will keep during several days.

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### Stage 5: Copiapo – Antofagasta : Danger zone

Liaison, 90 km  
Special, 483 km  
Liaison, 97 km

The area has a reputation for its density in gold and copper mines. And that'll be the theme of the hard day the competitors will witness on the road to Antofagasta, as demanding physically as it will be mentally. The open but rocky tracks of the first part of the day won't leave the slightest respite in terms of staying focused. And the off-road portions that follow will request solidity at all points of view: it is indeed here that the competitors will have to battle it out in the fesh-fesh, known on this continent as 'guadal'. At the end of this stage where changes in pace will be numerous; the notion of endurance will start to have its real significance. The less cautious will have already committed mistakes.

### Stage 6: Antofagasta - Iquique : Heading North

Liaison, 180 km  
Special, 418 km  
Liaison, 0 km

The efforts are equally spread out on the day's special. On the off-piste portion of the first third, the dust will push the competitors to be cautious. The larger and faster tracks that will be at the heart of the program will force those who are fighting for positions to maintain a fast pace. They will however need to keep a good amount of energy: indeed an African type erg awaits at the heart of a sandy portion of around fifty kilometres. But for the final part, the reward will be at the height of the difficulties. After having climbed a last dune, the competitors will take on a slide type sand downhill of close to three kilometres with Iquique and the waves of the ocean on the horizon. An unforgettable scene.

### Stage 7: Iquique - Antofagasta : “What's a *salar*?”

Liaison: 37 km  
Special: 600 km  
Liaison: 4 km

The longest special of the rally is also the most varied. When leaving Iquique, one always has regrets but the splendour of the landscapes will motivate the competitors just as much as the fun they will witness in the sand dunes they will have to swallow in the first part of the day. The ideal technique will be a lot harder to find when having to cross a *salar*, of around 3 kilometres. On this extent filled with huge blocks of dry salt, certainly never seen by most of the competitors, the speed will drop down to under 10 km/h! Once that's digested, the tracks heading to Antofagasta are, in majority, fast and open. The menu will be generous in terms of sand and kilometres. The rule book will allow the bikers and crews to reach the bivouac before 6.00 PM on the following day, during the rest day.

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### **Stage 8: Antofagasta - Copiapo**

#### **Dune desert**

Liaison: 96 km  
Special: 472 km  
Liaison: 0 km

The hundred kilometres or so of liaison will allow the competitors to leave an often foggy area, in order to launch the special in optimal visibility conditions. If the rest day has had its effect, the debates will resume on this penultimate stage in the Atacama. On rocky terrain during the first part, minutes will easily be lost in case of a mistake for a title contender. With the kilometres covered, the cruising pace should progressively increase until hitting more and more frequent dune zones as we close in on Copiapo. Those who want to enjoy the final panorama won't be able to slow down and take it easy: the stage will be long and the days are short.

### **Stage 9: Copiapo - La Serena : Bikers, in line by 20!**

Liaison: 0 km  
Special: 338 km  
Liaison: 209 km

The last day in the Atacama will be a good opportunity to make the best of sand and dunes: it is mainly on the first 180 kilometres that the difficulties will be gathered. The terrain being fairly open, the bikers will take off in lines of twenty. At this stage of the race, the leaders are clearly identified in each class but the podium can still change at any moment. In the same way, those who will have reached La Serena will certainly have covered the toughest part, technically speaking. A long distance will however have to still be covered with cold blood and taking it easily. For the amateurs, it is on these qualities that a Dakar can be played.

### **Stage 10: La Serena – Santiago : Short but essential**

Liaison: 112 km  
Special: 238 km  
Liaison: 236 km

The end of the journey through the Atacama will remind all that Chile is mainly spread out on hilly territories. The vegetation is dense and varied and the competitors will be able to notice that on the road to Santiago. On the many hills, they will also have to get used to more and more sinuous tracks where trajectory mistakes can cost many minutes, or even hours. There is much more to lose than to win on the day's stage.

### **Stage 11: Santiago - San Juan : Saluting the Aconcagua**

Liaison: 211km  
Special: 220 km  
Liaison: 3 km

It's through the Paso Libertadores, at an altitude of 3500 metres that the competitors will leave Chile to return to Argentina where the day's special will take place. For the first fifty kilometres which will actually be the only portion of the rally competed at high altitude, the mechanics will need to work on settings to compensate with

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the lack of power. The competitors will race on the high hill tops of the Andes with views on the famous Aconcagua that dominates the area from the top of its 6859 metres. To reach San Juan, one will then need to find a way through the rios. In the same time the cars and trucks will have to take good care of their brakes for a long descent of close to 20 kilometres.

### **Stage 12: San Juan - San Rafael : Between fairies and dinosaurs**

Liaison: 23 km  
Special: 476 km  
Liaison: 297 km

For the longest stage of the rally, the program will be as lively as it will be spectacular. We will leave the area of dinosaurs on tracks cut by rios, surrounded by canyons and "fairy chimneys". After around 200 kilometres of special, the competitors will momentarily use the road in order to avoid a classified and protected natural site. The second part, exclusively sandy will have many jumps. The bikers can expect to have sore arms and the best of them will rarely ride at over 100 km/h. The day will be even more tiring due to the fact that it will end with a long liaison.

### **Stage 13: San Rafael - Santa Rosa : Life in grey**

Liaison: 76 km  
Special: 368 km  
Liaison: 281 km

With two days to go before the finish, the standings can still be modified. No-one can consider being clear of staying stuck in the grey sand of the Nihuil dunes, the last few of the rally. After this part of close to 40 kilometres, larger and faster paths will lead the competitors to the finish of the special. These portions will be a rare opportunity to test on the distance the top speeds of the vehicles while taking good care of the mechanical aspect.

### **Stage 14: Santa Rosa - Buenos Aires : Celebrate the heroes**

Liaison: 166 km  
Special: 206 km  
Liaison: 335 km

From the first to the last, staying focused is key on this final special where the statistics are formal: there are always withdrawals just a few lengths away from the finish. The 206 kilometres of special, covered on very fast tracks therefore have to be negotiated extremely carefully. At the finish, the heroes of this 32<sup>nd</sup> edition will at first be celebrated in the village of San Carlos de Bolivar. The aficionados, aware that the most intense moments of joy occur on the line, will certainly have come in numbers. After the avalanche of emotions, the competitors will drive to Buenos Aires where a huge crowd will be expecting them for more glorious moments.

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### 2010 SPORTING NOVELTIES

*This year, the organisers of the Dakar have decided to balance the sporting aspect by modifying the technical rules in the car and bike classes. The bonuses given to the competitors that reach the finish have also been increased.*

#### **Bikes: a more open race**

To increase the sporting interest and renew the field of brands present on the rally, the organisers have modified the bike regulation for this new Dakar.

The measure has already changed the bike landscape and indeed already 6 different brands will be battling it out for a place in the Top 10 with the arrivals of Aprilia and Sherco, fighting with Honda, Yamaha, BMW and KTM.

In this transitional year, the big cylinders will still be accepted for the amateurs while the top bikers, listed according to their good results will ride with a bridle to reduce the power of their engine to the level of the 450cc machines. At the 2012 horizon, the race will only welcome bikes limited at 450cc.

#### **Cars: a helping hand for the “gasolines”**

The vehicles powered by a turbo diesel engine have taken command over their rivals and have managed a consequent gap on most of the crews that register on the rally. In order to reduce this margin and allow the most competitive drivers to battle it out for leadership, the amateur crews that have a vehicle powered by an atmospheric gasoline engine (+2 air valves/cylinder) will be authorised to increase the size of the air arrival bridle from 32mm to 34mm.

#### **Bonuses: an increase of over 70 % for the bikers**

The financial rewards have never been a major motivation for the competitors registered on a Dakar. The prestige of the title, whatever the class, and the accomplishment of a challenge based on one's capacities are a lot more decisive in the implication of the competitors. It however appeared necessary to increase the bonuses awarded to the best riders and drivers, especially in the bike class. The total amount given out has been increased by over 70% (25 000€ for the winner) while the prize list for instance now goes all the way to the 5th position of the overall standings (vs 3rd position in 2009). In the same way the amateurs will be rewarded up to the 10<sup>th</sup> position of the specific classification, and the best three of the riders with no assistance will also receive a bonus.





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**RESPECT OF THE ENVIRONNEMENT,**  
**RESPECT OF THE POPULATION**

Faithful to the path that has always guided them concerning the absolute respect of the territories that they are entrusted to, the organisers of the Dakar approached for the 2009 edition the authorities in charge of environmental questions. At the moment of the analysis of the environmental impact of the race, the appointed bodies handed a report underlining the efficiency, in Argentina as well as in Chile of the devices set out for the passage of the Dakar. The process of dialogue between the teams of the rally and the different authorities therefore continued at all the stages of the preparation for the 2010 Dakar, with a particular concern in order to avoid the sensitive zones on the layout of the course.

In Chile, it was the CONAMA (*Comision Nacional del Medio Ambiente*) that proceeded in an evaluation after a first series of reconnaissance on site and then on a more complete version of the course. After these first work phases, the CONAMA is about to officially validate the course of the 2010 Dakar. This year, the validation commission of the course set in Chile welcomes the representatives of the *Consejo de Monumentos Nacionales*, specialised in the protection of archeological sites, as well as the *Corporacion Nacional de Desarrollo Indigena* (CONADI) that supports the indigenous populations.

In Argentina, the *Secretaria de Ambiente y Desarrollo Sustentable* carefully worked with the organisation of the Dakar. Its services, for example, 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. Several suggestions allowed making evolve the system adopted last year. The comments about the course have been transferred for each stage to the provinces concerned: a validation has been asked to each of these administrative districts.

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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 pais” (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 pais*” association, the Dakar will contribute to the implementation of a concrete project for families benefiting 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 pais*”, the Dakar adheres above all to a method that consists of treating issues with a global approach. For the 2009 Dakar, teams from the association had identified needs in areas near Valparaiso. During the rest day on the shores of the Pacific, rally organizers and competitors met with volunteers to whom a check was given. The encounter also allowed the competitors to discover these projects. It's by associating them that the Dakar will develop this initiative and build more and more roofs. For the next Dakar, the cooperation with the association continues and even grows and 112 000 dollars will be given.

More information at: <http://www.untechoparamipais.org>

#### **AFRICA ALWAYS**

The ties that have been woven with Africa during thirty years of 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. More information at: [http://www.sossahel.org/actions\\_en\\_cours/actions\\_en\\_cours/actions\\_dakar\\_senegal](http://www.sossahel.org/actions_en_cours/actions_en_cours/actions_dakar_senegal)

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### RELAYING THE PASSION

**A one-of-a-kind event, the Dakar benefits from a very important media exposure. The images of the rally are now broadcasted in 189 countries around the planet. The splendour of the landscapes travelled through linked to the experiences lived by the competitors, produces a savourous mixture for the TV viewers, listeners and readers. Over 300 medias will be present on the 2010 Dakar.**

#### **Television**

Close to 189 countries mention the news about the race. Every day, TV helicopters bringinbg back filmed race footage of the special, start a race against the clock. The editing computers based at the finish are fully used to insure an optimal reactivity.

*1130 hours of program in 2009*

#### **Photo**

The Dakar is made for spectacular shots, and the race is a preferred terrain for the most talented news photographers. Most of them travel by press car, leaving each day to look for the most impressive viewpoint, while representatives of the largest distributors (Presse Sport, Agence France Presse, Associated Press, Reuters et DPPI) fly over the race leaders by helicopter

#### **Written press – Radio**

Covering the Dakar is a must-do experience for sports journalists. In press cars or on a special plane, the journalists follow the champions and discover the joys and sorrows of the hard-working competitors. Agency journalists and special envoys from the daily newspapers or from specialized magazines take their inspiration from the wide-open spaces.

*Over 150 accredited newspaper journalists permanently on-site, 30 radio journalists.*

*Over 1000 local journalists along the route*

#### **New Media**

Present on Internet at the official site, [www.dakar.com](http://www.dakar.com), where information available in five languages has been enriched this year with videos, the Dakar is also available via cell phone, thanks to operators who, in exchange for a subscription, will supply video content, live broadcasts or rankings. On the web, Internet users can follow the evolution of the race in real time, thanks to Iritrack technology.

*- 53 million pages viewed and 2,7 million visitors during the race in 2009 on [www.dakar.com](http://www.dakar.com).*

*- launch of a Chinese version of the official site in 2010*

*- Broadcast of videos and official content in 17 countries via mobile phone operators and 19 countries on the web*

*- A mobile phone game EA sports "Dakar" in 30 countries.*

*- Launch of the onlie game "Virtual Dakar" for 2010.*



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

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### PREVISIONAL 2010 DAKAR BROADCAST

#### Western Europe

- France: France 2, France 3, France 4
- Netherlands: RTL 7
- Spain: Teledporte & TVE1 & TVE2 (discussions en cours)
- Germany: RTL & N-TV News & ARD/ZDF
- Denmark: TV2
- Belgium: RTBF
- Portugal: TVI/TV24 (discussions in process)
- Italy: Sport Italia
- Luxemburg: RTL

#### Eastern Europe

- Russia: RTR
- Poland: TVP
- Czech Republic: Czech TV 4
- Lithuania: Baltijos TV
- Ukraine: K1 channel
- Slovakia: STV
- Serbia: RTS

#### Asia / Oceania

- Australia: SBS & FoxSports
- China: CCTV 5
- Japan: Tokyo TV & J Sports
- Hong-Kong: TVB
- New Zealand: Sky TV

#### International networks

- Eurosport (59 countries – Europe, North Africa)
- Fox Sport Latin America (41 countries –South and Central America)
- Al Jazeera Sports (23 countries – Middle East)
- Dubai Sport Channel (17 countries)
- ESPN Star (Asia - 20 countries- 7 channels)
- Supersport (52 countries – Africa)

#### America

- United States & Canada: Versus
- Brazil: TV Globo/Sport TV
- Argentina: Canal 7
- Chile: TVN (*discussions in progress*)
- Guatemala: Canal 3
- Paraguay: Telefuturo

#### Middle East

- Dubai: Dubai Sport Channel
- Qatar: Al Jazeera Sport

#### World News

- Reuters: network of 473 member channels membres - 103 countries
- SNTV: network of 250 member channels - 78 countries
- UER/EVS: network of 66 member channels – 46 countries
- Deutsche Welle: News channel throughout the whole World
- TV5 Monde (Europe – Africa –USA – Middle East – Asia)

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### 2010 DAKAR SPONSORS



#### Total – Official Sponsor

Dakar 2010: Total and Latin America meet once more!

Total sees out once more its support on the 2010 Dakar trying to letting know its fidelity to a competition characterised by the same values of the Group, values like boldness, entrepreneurial spirit and solidarity.

This new edition of the Dakar in South America remains faithful to a scene both brilliant and rough, in which humbleness and endurance won't be vain words.

Total will offer once more to the organisation and to the competitors its expertise in terms of fuel, lubricants and will assure the logistics all along the course.

Beyond the Official Sponsor title, Total pursues two main actions:

- Helping the competitors through the Elf Moto Trophy:

It allows the bickers who subscribe to benefit of a « products » allocation, logistics and technical assistance and last but not least of moral support.

- Fuel supply:

Thanks to a rigorous organisation Total supplies the important terrestrial and air fleet both on the bivouacs installed in the airports and in the heart of the crossed lands (desert, mountains and flatlands).

The teams sponsored by Total – Elf:

Auto: Team Total – Dessoude

C Lavieille – JP Forthomme Nissan Proto Dessoude

JP Strugo – Y Ferri Nissan Pathfinder T2

Moto: Team Elf - Casteu – Sherco

David Casteu Sherco 450 cm3

Mika Pisano Sherco 450 cm3

This event represents a great occasion to increase our notoriety: given a lot of media coverage in the South American continent, the Dakar allows us both to reinforce our relations with our clients and sponsors but also gives us the chance to sponsor teams that participate to this enthusiastic adventure.

Even though the Dakar challenge is a technical and sportive one, its magic remains besides all a human adventure.

Please find out more about our current affairs on [www.Total.fr](http://www.Total.fr)

## *Personal*



#### Personal – Official Sponsor

Personal is a leader operator in the innovation of mobile communications in Argentina, with more than 14 million clients throughout the entire country. Personal offers mobile phone GSM services and Third Generation (3G) in the UMTS/ HSDPA networks.

Personal operates since 1996 and its shareholder is Telecom Argentina S.A. It offers as well innovative mobile phone services like high speed mobile internet (GPRS, EDGE and HSDPA), video call, full track download, MMS, on line reproduction images (on line streaming), corporate e-mail and Black Berry solutions.



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

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Personal is an official Dakar 2010 official sponsor and at the time sponsor of the Mitsubishi Personal Team, leaded by the Argentinean Orlando Terranova, one of the most popular teams on the 2010 Dakar.

In addition to this, Personal is the official mobile operator of the 2010 Dakar and during this editions, will be present on the different race stages where will provide in each city where is installed a mobile assistance office regarding telecommunications services within the Dakar Service Center.

Likewise, Personal will offer a mobile phone renting service in the Ezeiza International Airport, Jorge Newbery Airpark and in the Administrative Check-up area in the Dakar Village. Personal, owns as well strategic agreements in international roaming with over 200 countries all around the world. This asset will allow those who travel from abroad to take part of the event while still being connected no matter where they are, using the Personal network.

In this way, Personal keeps supporting the spots events of high quality that take place in Argentina.



Momentos Mágicos

**menthoplus**

### Arcor - official supplier

Arcor, the Argentinean multinational specialised in food, candy, biscuit, chocolate and ice cream production, participates as official supplier to the 2010 edition of the Argentina-Chile Dakar. Besides that, for the second consecutive year, Menthoplus, the refreshing candies brand, leader in the region, will also be present to the contest.

The worldwide visibility of the event, gives the opportunity to Arcor to use it in order to present its wide product offer that reaches all the consumers' segments, with regional leader brands as Bon o Bon, Rocklets Cofler, Opera, Topline, Sonrisas, Saladix, Prestopronta, Nikolo, Big Time and many other.

With 41 industrial plants in Latin America and commercial offices in all the five continents, Arcor is the first worldwide candy producer, the main candy exporter from Argentina, Brazil, Chile and Perú and the biggest biscuit producer in South America, with Bagley Latinoamérica S.A.

The Dakar Rally is one of the most important sports events worldwide which brings together participants from the five continents. It represents also one of the major worldwide exposure activities being followed by more than 2 billion people.

Please find more information regarding our company on [www.arcor.com.ar](http://www.arcor.com.ar)

### BFGoodrich – Official Supplier



BFGoodrich is the reference brand of pneumatics in rally-raids, the « Dakar » being the greatest test of the discipline. For the 2010 edition, BFGoodrich, actual holder of the title together with Volkswagen and Giniel de Villiers, pictures the tenth victory in the general rankings.

On this new but even more difficult trail, the teams who are official partners of BFGoodrich will have at their disposal new pneumatics « All Terrain + ». Result of many years studies, enriched by on site, race but also essays experience, these pneumatics offer an even better versatility. They represent one main condition to get out from the sand dunes, cross the brittle areas or go at 200 km/h keeping at the same time the endurance. Let's not forget about the heat, another factor of usury or the rain, very common in the region at this time of the year which could cover with mud certain specials.



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

# SAME PLACE, NEW ADVENTURE

## ARGENTINA - CHILE

BFGoodrich who equips three quarters of those who enter in the auto competition, allows as well to private competitors to participate to the « Dakar » in the best conditions by supplying them with « All Terrain » pneumatics, the same ones that were used by last year's winners. They are a guarantee of better handling the specific demands of the trails, especially the Argentinean and Chilean sand dunes and the feared Atacama Desert.

9000 kilometres, 15 race days... In 2010, BFGoodrich intends to reach the 10!

### LAN – Official Supplier



LAN Airlines is one of the leading passenger and cargo airlines in Latin America. The company and its affiliates serve over 65 destinations around the world through an extensive network that offers full connectivity within Latin America, while also linking the region with North America, Europe and the South Pacific, as well as 63 additional international destinations through its various alliances. LAN Airlines and its affiliates have a leading position in their respective domestic markets of Chile and Peru as well as an important presence in the Argentinean domestic market and has begun operations in the domestic market of Ecuador.

Currently, LAN Airlines and its affiliates operate one of the most modern fleets in the world, with 83 passenger aircraft, and its cargo subsidiary, LAN CARGO and its respective cargo affiliates, have a fleet of 11 dedicated freighters. The company recently completed its short haul fleet renovation process by acquiring new aircraft from the Airbus A320 family, enabling LAN to improve its efficiency and to reduce significantly its CO2 emissions. The fleet renovation is part of the company's commitment to the protection of the environment.

LAN is one of the few Investment Grade airlines in the world (BBB). The company's world class quality standards enabled its membership in oneworld™, the global alliance that encompasses the best airlines in the world. For more information please visit [www.lan.com](http://www.lan.com) or [www.oneworldalliance.com](http://www.oneworldalliance.com)

### Henkel – Official Supplier



Argentina and Chile. When competitors in the 2010 Dakar are racing over Argentine plains and through Chilean desert, Henkel will again be Official Supplier of Loctite® products for fast and efficient repairs

Tuned to the requirements of automotive engineering and motor sports, products from the Henkel portfolio are ideal partners for rally competitors, covering a spectrum of applications too numerous to mention: Loctite® anaerobic threadlockers are a good example for those small yet very important items that can make the difference between victory and defeat, as they perform reliably where mechanical devices fail. Broken windscreens occur frequently while cars and trucks race through rugged terrain: drivers have come to rely on Teroson direct glazing sealants which achieve extremely fast drive-away times - a must for a quick replacement allowing them to continue the race in good time. Plastic parts, often badly cracked, punched and broken during the race, can be restored quickly and reliably using Teroson Plastic Repair products. The Pattex Power Tape repairs, secures, holds and seals, making it an indispensable ally, versatile, waterproof and invaluable to have along.

Many products have earned their "Dakar-proven" stamp of approval in the five previous events in which Henkel participated. As an ideal testing arena also for new product developments, the rally has confirmed the superior quality of Henkel products even under the most extreme racing conditions.

A team of Henkel specialists, known as the "Loctite® Charlies" to most of the drivers and even more so to their mechanics, will head for South America to provide advice and hands-on support throughout the rally. The rally takes competitors through a landscape of extremes that imposes huge demands on man and material.

Rising up to the challenge, Henkel is making a vital contribution to help drivers cope with the enormous stresses placed on the cars, bikes and trucks during the event. Henkel goes to South America as Official Supplier of Loctite® branded products for the 2010 Dakar Rally in



# SAME PLACE, NEW ADVENTURE

## ARGENTINA - CHILE



### Novotel – Official Supplier

Novotel operates nearly 400 hotels and resorts in the hearts of major international cities, business districts and tourist destinations, in 58 countries. Throughout the world, our staff upholds the brand's fundamental values of distinctly modern design, simplicity and efficiency, making today's travellers feel naturally at home.

Offering comprehensive hotel services, Novotel ensures the well-being of business and leisure travellers alike. Guests will always find spacious rooms that easily adapt to both work and relaxation, a balanced choice of food and beverages available around the clock, and friendly, attentive staff, plus children's play areas, fitness centres and places to relax.

For your stays in Chile and Argentina, we invite you to experience the Novotel Santiago and the Novotel Buenos Aires. Located on Corrientes Avenue, a few blocks from the "Obelisco", the Novotel Buenos Aires is the first Novotel hotel in Argentina. Real flagship for Novotel, it demonstrates exactly what the brand signature "Designed for natural living" means.

Information and reservation: [www.novotel.com](http://www.novotel.com)



### Sodexo – Official Supplier

Sodexo – a world leader in Food and Facilities Management, with more than 40 years' experience in the market, is now working with a 90-strong team to meet, for the second year in a row, the logistic challenge of feeding the thousands of people who will participate in the Dakar 2010 adventure.

This year's rally, which runs from the 1<sup>st</sup> to the 17<sup>th</sup> of January, will feature more desert stops and routes in some of the most remote areas of Argentina and Chile. Three convoys will cover almost 9000 km, including the Atacama Desert, the world's most arid. They will provide both staff and competitors from more than 50 countries with around-the-clock service, adapted to their nutritional needs and the climatic conditions.

Sodexo, whose 355,000 employees serve more than 40 million people in 80 countries around the world, has built up a vast amount of experience in organizing world-class events over 20 years, participating in prestigious events like the Tour de France, Formula 1, the Olympic Games and the Wimbledon tennis tournament.

In South America, Sodexo is present in seven countries, running 3,200 operations in different market segments, including Remote Sites (sites that are geographically difficult to access.)



Commercial  
Vehicles

### Volkswagen – Official Supplier

#### **Volkswagen Commercial Vehicles provides 20 Volkswagen Amarok Official Supplier to present new Pickup**

German car manufacturer Volkswagen Commercial Vehicles has become "Official Supplier" for the A.S.O. and will provide 20 Volkswagen Amarok as escort vehicles for the Rallye Dakar. The Volkswagen Amarok is the new Volkswagen Pickup, built in the plant in Pacheco (Argentina).

Volkswagen Commercial Vehicles is the most successful European brand for Commercial Vehicles. The Volkswagen Amarok will exclusively be presented and tested during the Rallye before the official market launch in



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

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South America, which is one of the main target markets for the car. With the Pickup Volkswagen Commercial Vehicles is planning to explore a new segment.

Volkswagen Commercial Vehicles also provides four Multivan PanAmericana, the offroad version of the Volkswagen Multivan.

The company is partner of the A.S.O. for the first time and will also support the team of Volkswagen Motorsport – the winner of last years´ Rallye Dakar – with 15 additional cars used as shuttles for media and guests.

“The Rallye Dakar is one of the last adventures of mankind, and we are sure our Volkswagen Amarok will cope with all the challenges of the Rallye as an escort vehicle”, says Stephan Schaller, CEO of Volkswagen Commercial Vehicles.

### **Volkswagen Commercial Vehicles**

#### Communication

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### **Andesmar – Official Supporter**

**ANDESMAR**

The national company was chosen for the second year, to perform the logistics service of the most important rally raid in the world.

For more than 40 years, Andesmar has been characterized by the variety and quality of its services.

The capacity of providing integral, fast and effective solutions to its clients have turned it into the national company with the most important growth mainly in the last years.

Andesmar started connecting Los Andes Mountain Range and the Pacific Ocean. Today, it connects more than 450 destinies along South America, carrying more than 2,800,000 passengers a year.

Its *Cargas* division does general and bulk deliveries for companies which operate nationally and internationally. Besides, it transports full equipment in Argentina, Chile, and Uruguay and provides integral logistics services. Andesmar Cargas is a powerful ally for its clients, offering storage and distribution services, warehousing – handling, cross docking and container operations.

Reliability, constant work, cutting edge technology, safety and self improvement capacity are some of the characteristics that make Andesmar and Andesmar Cargas eligible, for the second consecutive year, by Rally Dakar Argentina-Chile to perform all the logistics of the most important rally raid in the world.

### **Cetelem – Official Supporter**



Cetelem Banc is a specialised entity in consumption credit, leader in Europe in family financial products and counts with the support of BNP Paribas, one of the most important bank groups all over the world.



# SAME PLACE, NEW ADVENTURE

## ARGENTINA - CHILE

In Argentina we started our activity in 1998, winning the trust of important commercial chains that use our financial services in order to offer more and better services to their clients. Since then we transformed the credit into a modern tool for the client service.

Cetelem is dedicated to the commercialisation and the management of consumption financing products. Different from other financial entities, Cetelem covers entirely the processes of giving and managing the credits of their clients, insuring this way its quality and flexibility.

We have a centralised organisation model, without branches, conceding credits to clients with the help of telephone, new technologies and a specialised commercial team. This model allows us to offer not only speed but also extended geographic coverage and high accessibility.

Thanks to daily efforts and commitment, Cetelem guarantees a future for your projects.

### **Gasco – Official Supporter**



Gasco, throughout its 150-year history has been an important player in Chile's gas market. Through its liquefied petroleum gas (LPG) affiliates, imports, storages and distributes LPG, serving over 3 millions customers in Chile, and leading market share in Chile's capital. Gasco also, through its natural gas affiliates, has an important role in natural gas transportation and distribution to main cities of Chile, serving over 535,000 customers in Chile and 400,000 in Argentina.

Actually, Gasco participates through its subsidiary Metrogas, in the first liquefied natural gas (LNG) terminal for reception, land storage and regasification of LNG in the south hemisphere, providing Chile a reliable natural gas supply.

The gas is an excellent alternative fuel for vehicles. It offers environmental benefits by reducing combustion emissions, allowing savings to their users and being a very safe fuel.

### **Pullman Bus – Official Supporter**



A.S.O. has trusted our company to transport the participants from the Organization of this event as many as in Argentina and Chile, and we are proud of that decision, mainly because it is the only company with Chilean capital that will make the entire Rally.

The most important challenge is the construction of the PCO of the race, which will be installed at this opportunity on double -decker buses, our workers that are making the best of each to carry this mission successfully.

Pullman Bus will take part with the last generation buses with the support of its partner companies and a multidisciplinary team will supervise the entire options field in this important mission.

