



## RALLYE DU MAROC 2024 \_ MEDIA GENERAL INFORMATION & DATES

### A. INFORMATION GENERALE

#### BACK ON 2023 EDITION

##### Sport

- 247 vehicles at the start
- 40 nationalities represented
- 1 prologue, 5 stages, over 2000 km
- Final round of W2RC 2023
- Second promotion of a 100% African rally-raid team promoted by the main partners of the Rally of Morocco, Afriquia, Maroc Telecom and OCP, and prepared and advised by the organization and a victory in the FIM Rally3 Afriquia category.

##### A Moroccan event

- More than 30 Moroccan companies involved, representing more than 500 Moroccans working for the organization of the event.
- 80% of the rally budget is spent in Morocco.
- 100% of the administrations mobilized: Haut Patronage, customs, culture, sport, federations, Wilaya, town hall, police, gendarmerie, tourist office, airports, aviation.

##### An event with a social vocation

- 400 kg of medicines delivered immediately after the earthquake.
- 3 tons of essential equipment delivered to the victims by the caravan, the rally and its competitors, via an official association.
- Support over the duration of a defined share of territory with the authorities for reconstruction assistance.
- A free concert before departure in Agadir with major artists and over 20,000 people
- Construction of a multisport field for the town and children of Zagora and its region
- School visits to each bivouac
- Exchanges and basketball training with former NBA players Tony Parker and Rony Turiaf for 60 young players
- Wahid Regragui, coach of the national football team, semi-finalist of the last World Cup, will be present at the final awards ceremony.
- After a first access to drinking water, after school and the women's house, financing a new access to drinking water for the village of Outarra, due to the drying up of groundwater.



## An event with ecological awareness

- General awareness of all Rally Morocco stakeholders
- Sorting, collection, recycling of waste in relation to authorities, local companies and major partners
- Limit paper printing.
- Maximum use of reusable products
- Return of bivouac sites in their natural state
- Track cleaning after race run
- Respect for pre-empted routes and use of public transport.

## Media

- 150 people dedicated to media promotion during the rally: members of teams, local, international media, members of the organization's media department.
- TV broadcast in 190 countries, by more than 90 official broadcasters, all continents covered.
- More than 10 million unique viewers
- 66,000 FB, INSTA, X and YouTube fans
- Over 1000 publications on the accounts of the Rally of Morocco.
- More than 1.6 million accounts reached.

## B. DATES 2024 :

|  |   |
|--|---|
| General media info 1 :                         | 15 April  |
| Registration opening :                         | 15 April  |
| Reconnaissance 1 :                             | April   |
| Reconnaissance 2 :                             | May   |
| Press conference route announcement:           | June - Marrakech  |
| Media regulation:                              | beginning of July.  |
| Registration closing:                          | 20 September.   |
| Engaged competitors list:                      | From 26 September   |
| <b>Bivouac opening :</b>                       | <b>2 October from 14h00, Marrakech</b>                          |
| <b>Private tests:</b>                          | <b>3 October all day and 4 in the morning, around Marrakech</b> |
| <b>Administratives &amp; technical checks:</b> | <b>4 et 5 October</b>   |
| <b>Conférence de presse avant rallye :</b>     | <b>5 October</b>  |
| <b>Prologue and podium:</b>                    | <b>6 October – Marrakech and around.</b>                        |
| <b>Stages 1 to 5:</b>                          | <b>7 – 11 October – 2 bivouacs</b>                              |
| <b>Press conference after Rally:</b>           | <b>11 October</b>   |
| <b>Prizes giving ceremony RDM &amp; W2RC:</b>  | <b>11 October</b>   |



## C. Contents :

Photos, logos, animated maps, press releases FRA - ENG, RDM 2024 presentation:

<https://www.dropbox.com/scl/fo/rwr77rxokcwf88uc4tla/h?rlkey=s83hk0vlykm8g25r5pxmstbu&dl=0>

The contents are updated throughout the preparation and until the start of the Rally.

## D. Official web site :

Media, competitors, sport, partners INFORMATION, before the Rally:

<https://rallyemaroc.com>

## E. Social networks :

FOLLOW AND LIKE OUR PUBLICATIONS: FACEBOOK, INSTAGRAM, X, YOUTUBE

USE:

#RallyeduMaroc #rdm2024 #W2RC

@rallyedumaroc @W2RCofficiel

Twitter:

<https://twitter.com/MarocRallye>

Facebook:

<https://www.facebook.com/rallyedumaroc/>

Instagram:

<https://www.instagram.com/rallyedumaroc/>

YouTube, ODC Events:

<https://rb.gy/mu7svr>