



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, Wilayia, 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.









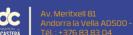


















An event with ecological awareness

- 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 15 April Registration openning: 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

Bivouac openning: 2 October from 14h00, Marrakech Private tests: 3 October all day and 4 in the morning,

around Marrakech Administratives & technical checks: 4 et 5 October Conférence de presse avant rallye : 5 October

6 October - Marrakech and around. Prologue and podium:

Stages 1 to 5: 7 - 11 October - 2 bivouacs

Press conference after Rally: 11 October Prizes giving ceremony RDM & W2RC: 11 October



























C. Contents:

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

https://www.dropbox.com/scl/fo/rwr77rxokcwf88uc4ltla/h?rlkey=s83hk0vlykm8g25r5pxmstbu c&dl=0

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

D. Official web site:

Media, competitors, sport, INFORMATION, before Rally: partners the https://rallyemaroc.com

E. Social networks:

FOLLOW AND LIKE OUR PUBLICATIONS: FACEBOOK, INSTRAGRAM, X, YOUTUBE **USE:**

> #RallyeduMaroc #rdm2024 #W2RC

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Instagram: https://www.instagram.com/rallyedumaroc/

YouTube, ODC Events: https://rb.gy/mu7svr





















