

DAKAR CHALLENGE 2016 – REGULATIONS



1 DEFINITION

A.S.O., organizer of the Dakar Rally, organizes a challenge called the '**Dakar Challenge**', within the framework of the Sonora Rally, taking place from the 3rd to the 7th of April 2016; ONE Rider (in the BIKE and QUAD categories) winning the Challenge, in accordance with the rules defined below, will be awarded a **free participation** in the **Dakar 2017, taking place in South America in January 2017**.

2 ELIGIBILITY

Riders are eligible to participate in the Dakar Challenge if:

- **The Rider (Bike / Quad) hold a driving licence covering them for the category they want to enter.**
- **They have never taken part in the Dakar.**
- **The rider has never been included within the 10 first overall of any round of the FIM Cross Country Rally World Championship (for the Bike and Quad categories)**
- **The rider (Bike) has never been part of the ASO Elite list.**
- **The rider (Bike and Quad categories) has never been declared winner of the Dakar Challenge on the past.**

3 PROCEDURE

In order to participate, riders will be required to:

- Register the Sonora Rally
- Sign up in the 'Dakar Challenge' category.

Registration for the Challenge will close at the same time as the registration for the Rally. Late requests, before the start of the Sonora Rally, could be subject to dispensation.

Signing up for the Dakar Challenge is free.

By signing up for the Dakar Challenge, the rider declares having familiarized itself with the conditions for participating in the Dakar 2017, and in particular its budget aspects.

Signing up for the Dakar Challenge constitutes 'pre-registration' for the Dakar 2017 and therefore a 'moral obligation' to A.S.O

4 WINNER

To be declared winner of the Dakar Challenge, a rider will be required to:

- Appear on the Dakar Challenge enrolment list
- Complete the Sonora Rally
- Be the best Challenge participant appearing in the General ranking for the event.
- Come within the top 70% of the best bike riders in the Rally General ranking.

5 PRIZE

The winning rider will be awarded a free registration, valid only for the Dakar 2017.

This registration includes:

- Sports dues for the rider / Driver, co-driver, and the race vehicle
- Return sea transport of the race vehicle between Europe and South America.
- Catering on the bivouacs
- Insurance (public liability and repatriation)
- Hire of the GPS/Sentinel, Iritrack and distress beacon
- The transportation of one trunk and two wheels from bivouac to bivouac as well the technical support and advises from an ASO dedicated crew if the winning rider (Bike and Quad categories) registers into the « Malles Moto » Challenge (Without assistance).
- The fuel and refuelling services during the Special Stages for the Bike / Quad categories.

Will still be under the responsibility of the rider:

The race vehicle, assistance crew and vehicles registrations as well as related costs, travelling expenses, logistics overhead costs, the cost of accommodation and subsistence other than in the bivouacs, as well as any other expense not listed on point 5.

6 WITHDRAWAL

If the winning rider is unable to participate in the Dakar 2017 for a medical or other serious reason (proof required), he must warn the A.S.O. before the 1st of November 2016. An examination will be carried out by a sports doctor affiliated to an official sports organization designated by A.S.O.

In the event the winning rider would be unable to participate in the Dakar Rally after such date, and for the reasons listed here above, then, the second ranked Rider classified to the challenge would be eligible.

7 MEDIA OBLIGATIONS

All riders participating in the 'Dakar Challenge' undertake to make themselves available to participate upon request in:

- Any press conference during the Sonora Rally,
- Any other media-related event prior to, during, and after the Rally (A.S.O. will pay expenses).

8 IMAGE RIGHTS

All persons participating in the Dakar Challenge and the Dakar are subject to obeying their rules, and acknowledges that by participating in the events, they authorizes the organizer (A.S.O.) and its legal agents to reproduce and represent, without any form of remuneration whatsoever, their names, voices, pictures, biography, and more generally their sporting participation in the context of the Dakar Challenge and the Dakar, and likewise the brand(s) of their vehicle parts and vehicle manufacturers and sponsors, in any form, on any existing or future medium, in any format, for any publicity to the public worldwide, for any use, including for advertising and/or commercial purposes. This authorization is given for a period of 5 years from the day of the presentation of the winning driver.

9 USE OF THE 'DAKAR CHALLENGE' LOGO BY THE CHALLENGE WINNER

A.S.O. holds the exclusive rights to use the 'Dakar' branding.

As winner of the Dakar Challenge, the competitor will have the right to use the 'Dakar Challenge' logo, undertaking to use it within the following conditions:

- After the Sonora Rally and prior to the Dakar Rally:
 - On any submission to seek financial and/or institutional partners.
 - On any press presentation material featuring the competitor's victory in the Rally.
 - The 'Dakar challenge' logo may not be used on any video medium
 - It may not at any time be associated directly or indirectly with any commercial or institutional branding.
 - It is strictly prohibited to sell or distribute products partly or wholly bearing the Dakar branding.
- During the Dakar Rally:
 - On the driver's apparel, helmet, race and assistance vehicles, at their own expense, and in accordance with a space defined in advance by A.S.O.
 - The Dakar Challenge logo may not appear immediately adjacent to the logo of any company whose activity comes within the same sector as the partners of the operation and the Dakar event.

10 CANCELLATION

To achieve its main goal: discover new talents, and maintain a sporting interest, A.S.O. will have the possibility to cancel the Dakar Challenge if less than 5 competitors are registered at the closure of the entries in any category.

In that case, competitors would be informed by the organiser before the start of the first selective section.