



MARCH 16 - 21, 2025

RALLY GUIDE



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INTRODUCTION

NOTE:

This Rally Guide has basic information that will be updated weekly through supplemental regulations and emailed updates.

Aventura Events, Inc. organizes the event SONORA RALLY 2025, March 16th - 21st.

SONORA RALLY IS A FIVE-DAY OFF-ROAD NAVIGATION RACE THROUGH THE UNCHARTED TERRITORIES OF SONORA, MÉXICO.

For over ten years, the rally has provided the ultimate challenge between competitor, machine, and terrain, testing navigation and off-road racing skills while immersed in the beautiful and unique Sonoran landscape and culture. It has been a proven training ground for both professional superstars and privateer new rally enthusiasts and has been the beginning of many successful Dakar dreams.

Overall Distances

The total distance of the itinerary is **1,575 km**

Number of Sections

Stage 1: 350 km

Stage 2: 375 km

Stage 3: 500 km

Stage 4: 180 km

Stage 5: 170 km

TOTAL: 1,575 km


Number of Legs

Number of legs: 5 Legs

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ROAD TO DAKAR

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The only **ROAD TO DAKAR** event in North America, Sonora Rally will offer points eligibility for bikes and free entry for SSV. Watch for updated rules and regulations in the upcoming weeks.

MOTORCYCLES: Sonora Rally will be a qualifying race for DAKAR 2026. Become eligible for the Dakar selection and earn **12 points** toward the DAKAR 2026 entry. Dakar Rally Rules and Regulations apply.

SSV: WIN a **free** entry in Dakar Rally 2026 with a Sonora Rally 2025 WIN, in this category.

Dakar Rally Rules and Regulations apply. <https://competitors.dakar.com/en/road-to-dakar>



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RACING VEHICLES CLASSES

The following are basic class descriptions. More detailed regulations will be published, with the supplementary regulations, in the upcoming weeks. For specific questions please email Darren@sonorally.com

2WD

- 2WD vehicles that meet SCORE/BITD or Rally America specs
- 37" tire maximum
- Class 1, Class 10, Predator X-18, 1/2 -1600 PreRunners, T1.2
- Buggy or production-based vehicle

4WD

- 4WD vehicles that meet SCORE/BITD or Rally America specs
- 37" tire maximum
- Class 3, Class 2, Stock Full, JeepSpeed,
- T1..1, T1+

STOCK UTV

- Stock suspension, knuckles, brakes and steering components
- Spring and sway bars are open
- Stock motor (both normally aspirated and turbo run together)
- Modifications for safety purposes allowed
- 32" tire max size

MODIFIED UTV

- Two sub classes Turbo and Non Turbo
- 33" tire max
- Stock pivot points and motor location
- Aftermarket suspension and bolt on replacement parts allowed

UNLIMITED UTV

- 35" tires
- Prototype UTV vehicles not available to the public

ENDURO MOTO

- Open to all bikes that comply with the specifications of the manufacturer's official catalog with a maximum displacement of 525cc
- Although open to all levels of riders, this class was created to give amateur and first-time North American rally raid enthusiasts an entryway into rally using readily available standard/lightly modified bikes

THUMPER MOTO

- Open to bikes over 525cc specifically aimed at the new generation of adventure bikes (KTM 790, Yamaha Tenere, 701 Enduro, KOVE 800)

PRO MOTO

- Engine capacity limited to 450cc
- Bikes built to FIM/Dakar spec



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SCHEDULE OF EVENTS

MARCH 16 - 21, 2025

DATE	LOCATION	
Sunday, March 16th	Tech and Registration	Host Hotel City Express Caborca
Monday, March 17th	DAY 1 Caborca - Caborca	Host Hotel City Express Caborca
Tuesday, March 18th	DAY 2 Caborca - Punta Chueca/ Puerto Libertad	Competitors Marathon Stage Seri Land HQ and Service Crews Hotel Libertad [Puerto Libertad]
Wednesday, March 19th	DAY 3 Puerto Libertad - Puerto Peñasco	HQ Hotel Playa Bonita [Puerto Peñasco]
Thursday, March 20th	DAY 4 Puerto Peñasco - San Luis	HQ El Bosque [San Luis Río Colorado]
Friday, March 21st	DAY 5 San Luis - San Luis	HQ El Bosque [San Luis Río Colorado]
Friday, March 21st	AWARDS & DINNER	Araiza Hotel [San Luis Río Colorado]

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BIVOUAC CAMPING AND DINING

This years rally will give visitors a varied Mexican experience from the start in the bustling city of Caborca, to the glimmering Sea of Cortez and the beaches that line it to the cowboy cactus deserts of Punta Chueca, Puerto Libertad and Puerto Peñasco and finally ending in San Luis Rio Colorado, home of the famous dunes of the Altar Desert.



Culturally you will experience the indigenous Seri Indian beaches and crafts as well as the Yaqui, Mayo and Yoreme cultures. Sonora is steeped in delicious traditional foods including world known sonoran beef, the massive hand thrown flour "tortillas de agua" and modern specialites like the sonoran bacon wrapped hot dog. The welcoming and warm "Sonorenses" ready to show the world of rally racing everything that makes this State so special. Competitors be treated to phenomenal food curated by Chef Eloy Aluri, who has been featured multiple times on Netflix and has spent several years traveling the state of Sonora, working hand in hand with cooks, farmers, ranchers, indigenous communities, businessmen and media to help promote a sustainable and socially responsible culinary environment for Sonora. With these forged relationships he will create daily menus steeped in local traditions.



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ROADBOOKS

NEW FOR ALL CLASSES AT THE 2025 SONORA RALLY

Competitors will be able to choose between the following:

1. PAPER ROADBOOK

2. DIGITAL ROADBOOK

Sonora Rally has approved two devices for competition. The ICO TOWER ONE and DIGI Comp by Rally Comp. You can purchase these devices at special Sonora Rally racer pricing or rent them for the event.

The Rental Fee is \$350 and you must reserve and pay by March 1st. If reserved after March 1st, the rental fee will increase to \$450. Please purchase or rent directly with device providers:

A. DIGICOMP BY RALLYCOMP DIGITAL ROADBOOK

Contact: Mike Johnson +1-915-433-4275 / mjohnson@rallycomp.com



B. ICO TOWER ONE DIGITAL ROADBOOK

Contact: Luke Bennett +1-503-544-7596 / luke@icoracing.com





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MUNICIPALITIES

CABORCA

This historic and vibrant Mexican community extends a warm welcome to visitors who come to explore and experience its culture, history, events, charm and beauty.

PUNTA CHUECA/ SERI INDIAN VILLAGE

Located on a stunning strip of beach, with a view of Isla Tiburon and Sea of Cortez, this small village is home to the Seri people, one of Mexico's smallest indigenous groups (fewer than 1000 people). The Seri are known for their handicrafts, including their highly regarded baskets and carvings from ironwood.

PUERTO LIBERTAD

A small fishing village on the Sea of Cortez, with beautiful sunsets and fresh fish.

PEÑASCO

Puerto Peñasco, also known as Rocky Point, is a Mexican fishing and resort city on the Gulf of California. It's known for its beautiful beaches and endless variety of seafood. The Bivouac will be located at the beach, in the parking area of the Playa Bonita Hotel.

SAN LUIS RIO COLORADO

The Arizona-Mexico border city of San Luis Rio Colorado, Sonora has been home to the Sonora Rally from day one. Although the agricultural-based town is not a direct "gem" for tourism, the surrounding dune erg is one of the most impressive and beautiful in all of the world. The Bivouac will be located in the city's park "El Bosque" where participants will be treated to the cultural dance, music, food and drink that make Sonora special. The award ceremony and closing party will be held poolside at the Araiza Hotel.



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ARRIVAL / DEPARTURE

ARRIVAL - BORDER CROSSING - SONOYTA, AZ

We will issue special stickers, by email, to identify Sonora Rally participants and you will fill out a "Customs" form in order to ease the crossing of race vehicles. Updates will be sent as race notifications through email. It is very important to pay attention to these updates to avoid long waits and issues at the border crossings.

DEPARTING

- The finishing city of San Luis Rio Colorado is 45 minutes from Mexicali Airport.
- Closest US airports:
 - Yuma (30 mins drive)
 - Phoenix (3 1/2 hour drive)
 - San Diego (3 1/2 hour drive)

RETURN TO USA - Land Border Crossing



- Participants returning to the USA through a land border may use any port of entry you choose.
- Commercial Crossing Reminder: If you crossed with a commercial vehicle, using a temporary import permit, you must cross at a commercial crossing returning into the USA. The closest commercial crossing to the final of the rally are: San Luis Rio Colorado and Mexicali.



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RALLY HQ, SERVICE PARK & BIVOUAC DETAILS

CABORCA

Rally HQ: Marriot City Express Caborca

March 15th - 18th

Domingo Quiroz y Mora 132, Centro, 83600 Heroica Caborca, Son.

Service Park: Marriot City Express Hotel (Tentative)

Bivouac: March 17th - Location TBD

PUNTA CHUECA

MARATHON STAGE - NO SERVICE CREWS

March 18th - 19th

SERI INDIAN LAND - BEACH CAMP - COMPETITOR

MARATHON STAGE

PUERTO LIBERTAD - CREW

Rally HQ: Hotel Libertad

March 18th - 19th

Jesús García Corona # 47, Aquiles Serdán, 83970 Puerto Libertad, Son

Bivouac Coordinates: TBD

PUERTO PEÑASCO

Rally HQ: Playa Bonita Hotel

March 19th - 20th

P.º Balboa 100, Playa Arenos, Bella Vista, 83552

Puerto Peñasco, Son.

Bivouac and Service Park: Playa Bonita Parking Lot on the Beach

SAN LUIS RIO COLORADO

Rally HQ: El Bosque, San Luis Rio Colorado

March 20th and March 21st

Av. Nuevo Leon Manzana y 7, Col del Bosque

83490 San Luis Río Colorado, Son

Bivouac and Service Park March 20th: El Bosque

Finish line March 21st: El Bosque

AWARDS PARTY AND DINNER

March 21st: Ariaza Hotel, San Luis Rio Colorado

Av. Francisco I. Madero 1800, Residencias, 83448

San Luis Río Colorado, Son

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HOTEL INFORMATION

CABORCA (March 15th/16th/17th)

- MARRIOTT CITY EXPRESS 3***

BIVOUAC - RACE HQ - REG & TECH

Domingo Quiroz y Mora 132, Centro,
83600 Heroica Caborca, Son.

Please reserve through the organization

Contact: Erinlee@SonoraRally.com

Room rates from: \$90 USD Double w/ 2 Breakfast

Send: Name / Number of Rooms

Number of guests per room

PUNTA CHUECA (March 18th)

- MARATHON STAGE and SERI INDIAN

Beach camp for competitors

PUERTO LIBERTAD (March 18th) - CREW ONLY

- HOTEL LIBERTAD 2**

RACE / HQ

Jesús García Corona # 47, Aquiles Serdán,
83970 Puerto Libertad, Son

Contact: Graciela +52 662 148 1051

Room rates from: \$45 USD Double

Bivouac and Beach Camping Coordinates - TBD

PUERTO PEÑASCO (March 19th)

- HOTEL PLAYA BONITA 3***

BIVOUAC / RACE HQ

P.º Balboa 100, Playa Arenos, Bella Vista
83552 Puerto Peñasco, Son

Contact: Marla +1-888-232-8142

Email: jefe.reservaciones@playabonitaresort.com (Sonora Rally Code) or: [CLICK HERE TO RESERVE](#)

Room rates from: \$120 USD

SAN LUIS RIO COLORADO (March 20th - 21st)

- EL BOSQUE

BIVOUAC / CAMPING / SERVICE PARK / RACE HQ (March 20th)

FINISH LINE / RACE HQ (March 21st)

Av Nuevo Leon Manzana y 7, Col del Bosque
83490 San Luis Río Colorado, Son

- HOTEL ARAIZA (March 20th / 21st)

AWARDS AND FIESTA (March 21st)

Av Francisco I. Madero 1800, Residencias,
83448, San Luis Río Colorado, Son

Contact: Rosa Icela +52 653 119 1140

Room Rates from: \$140 USD Double w/ Breakfast

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FUELING / GPS TRACKING / NAVIGATION

FUEL RANGE

BIKES: 150 KM RANGE / UTV: 150 KM / CARS: 250 KM RANGE

There will be two types of refueling zones dedicated by the organization:

1. A neutralized refueling zone where the organization staff will refuel competitors with 5-gallon jugs provided by the competitor
2. In a neutralized assistance zone where your service crews can refuel their competitors

SAFETY AND TRACKING

Sonora Rally will again use Rally Comp for tracking and navigation, and push to pass in one unit. The cost of this unit is included in the entry fee. Order your RALLY COMP cables before the event at Rallymotoshop.com

NAVIGATION SCHOOL

There will be a condensed NAVIGATION CLASS, that will take place on the day of registration and tech. Here you will learn the roadbook lexicon, tips, and tools of rally-raid.



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UTV / CAR / MOTO RENTAL AND SUPPORT

Malle Moto will be available through FRR & HDA, inquire with them directly.

MOTO SUPPORT

FREEDOM RALLY RACING - ROBERT MANN

Contact: robert.mann@freedomrallyracing.com / +1-316-305-9613
<https://www.freedomrallyracing.com>



HIGH DESERT ADVENTURES - ACE NILSON


Contact: Ace@highdesertadventures.net / +1-503-308-3227
<https://www.highdesertadventures.net>



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CAR SUPPORT

TROPHYLITE - JASON COBB

Contact: jason.cobb@trophylite.com / +1-623-570-0474
<https://trophylite.com/get-involved/off-road-rentals/>



UTV SUPPORT

GR UTV - DANIEL GONZALEZ

Contact: grutvservices@gmail.com / +52 1 653 849 5084
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ENTRIES

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PRICING AND REGISTRATION HERE: [ENTRY FEES AND REGISTRATION FORM](#)

Closing date for entries: Monday, March 10th 2025



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GENERAL INFORMATION

TIME ZONE:

Caborca, Son., México (GMT-7)

Official time throughout the entire rally will be GPS time.

CLIMATE AND SUNRISE/SUNSET:

Climate:

Average temperatures on seaside during the rally: mini 10°C - maxi 28°C

AccuWeather:

<https://www.accuweather.com/es/mx/heroica-caborca/235732/march-weather/235732>

Sunrise / Sunset:

Sunday, March 16th	6h40 - 18h37
Monday, March 17th	6h39 - 18h38
Tuesday, March 18th	6h38 - 18h39
Wednesday, March 19th	6h37 - 18h40
Thursday, March 20th	6h36 - 18h41
Friday, March 21st	6h35 - 18h42

CURRENCIES:

The local Currency is Mexican Peso - Money Exchange

ELECTRICITY:

Electrical appliances are generally made to work with 110 or 220 v (voltage) and 50 or 60 hz (frequency). If any of the numbers do not match, a current converter will be used.

TELECOMMUNICATION:

The main telecommunication service providers in México are:
Telcel - Movistar - Intel

The telecommunication tariffs are reasonably competitive
The international dialing code of México is **+52**

MEDIA INFORMATION

Press Officer: KYRA SACDALAN / WESTX1000

Email: braap@westx1000.com

Tel: +1 (253) 380 - 6123

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GENERAL INFORMATION

Driving rules :

In built-up areas, speed is limited to 60 km/h, except when signs indicate a lower limit.

On motorways speed is limited to 110km/h and on dual-carriageways in built-up areas speed is limited to 80 km/h except where indicated by signs.

Outside built-up areas, the following limits (in km/h) apply, except when signs indicate a lower limit:

	Motorways and Dual Carriageways	Ordinary roads
Motorcycle and car	110 km/h	90 km/h
Vehicle towing trailer over 750 kg	110 km/h	90 km/h
Motorhome up to 3,500 kg	110 km/h	90 km/h
Lorry, semi-trailer	90 km/h	90 km/h



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HOSPITALS

CABORCA

HOSPITAL GENERAL

Address: Av. Calle Primera y K
Phone: +52 637 637 2098

CRUZ ROJA MEXICANA

Address: Av. K50, Centro, 83600
Phone: +52 637 372 1177

PUERTO PEÑASCO

CLINICA PRIVADA NAVAL-PTO PEÑASCO

Address: Av. SINALOA Y RUIZ CORTINEZ
Phone: +52 638 690 3609

CRUZ ROJA MEXICANA PUERTO PEÑASCO

Address: BLVD. FRANCISCO JAVIER CARRILLO RUIZ
Phone: +52 638 383 2266

HOSPITAL GENERAL PUERTO PEÑASCO

Address: AV. GUILLERMO MUNRO Y CALLE RIO SUCHIATE
Phone: +52 638 102 0417

SAN LUIS RIO COLORADO

CRUZ ROJA MEXICANA SAN LUIS RIO COLORADO

Address: AV. LIBERTAD Y CALLE 2DA
Phone: +52 653 534 1444

HOSPITAL GENERAL SAN LUIS RIO COLORADO

Address: AV. GUADALUPE VICTORIA Y CALLE 8

HOSPITAL SANTA MARGARITA

Address: AV. 16 DE SEPTIEMBRE Y CALLE 7
Phone: +52 653 534 3065

LINEA AMERICANA

Address: AV. INTERNACIONAL Y CALLE 2



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