



SPONSORSHIP DOSSIER

OBJECTIVE DAKAR 2027



We work to make a difference.

Our excellence comes from years of experience and in-depth knowledge of the industry.

We know what it means to compete at the highest level and we are ready to support you every kilometer.

Transparency, personal service and genuine commitment are the foundation of everything we do. We do not simply provide a service; we aim to be the support you need in the key moments that

We put at your disposal

- ✓ ✓ T5 and T6 assistance in rallies around the world.
- ✓ ✓ Rental of SSVs, T1, T2, Classic cars and competition trucks.
- ✓ ✓ Motorhomes, workshop trucks, hotel truck and food truck.
- ✓ ✓ Comprehensive mechanical, logistics and transport service.

At TH-Trucks, we understand that assistance goes beyond mechanics: it means taking care of people and making sure your experience is safe, smooth and unforgettable.

Alberto Herrero

DAKAR 2026 FIGURES



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DAKAR 2026 FIGURES

— DIGITAL⁽¹⁾ —

WEBSITE

MORE THAN
15.8 MILLION

annual visits
to the official website dakar.com
(as of January 20, 2025)

54 MILLION

page views on the website
(+9 %*)

6.1 MILLION

live tracking visits
on the module: **Race Center**

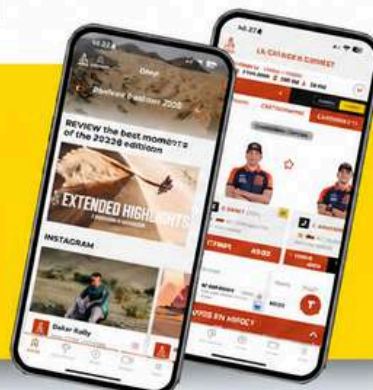


MOBILE APP



8.5 MILLION SESSIONS (+11 %*)

on the official Dakar mobile app
available on Google Play and App Store



(*) VS JANUARY 22, 2025

— TV BROADCASTING —



MORE THAN
4,000 HOURS
of TV broadcasting



190 COUNTRIES broadcast
Dakar images through **70 TV CHANNELS**



13 HOURS
of daily programs,
from the field



MORE THAN
600 ACCREDITED
PEOPLE
across the Rally



48 NATIONALITIES



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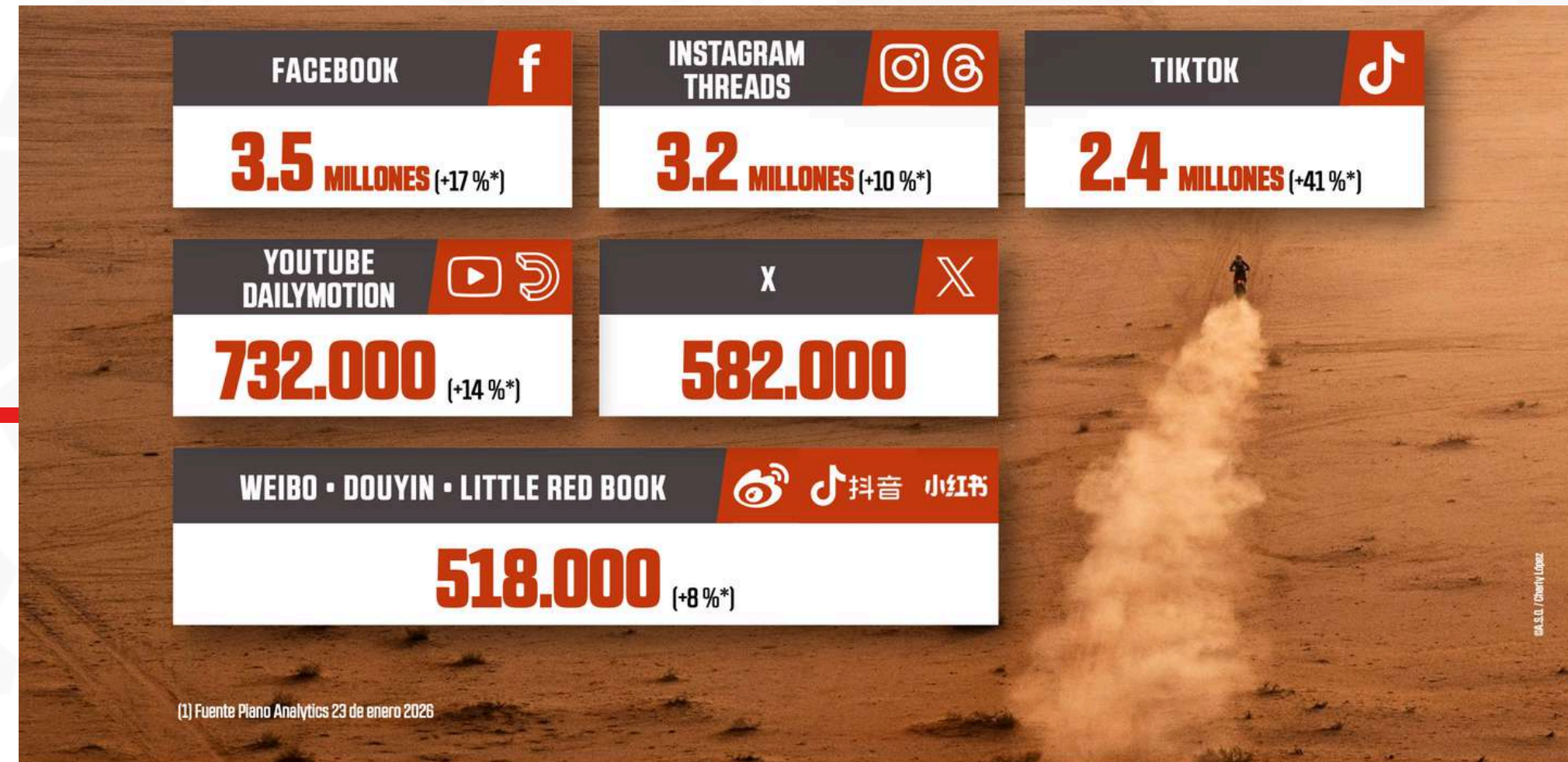


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READY FOR THE ADVENTURE A STRONG TEAM

@thtrucks_team



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Scannia Torpedo

DORSAL
623



ALBERTO HERRERO

DRIVER



PAULO OLIVEIRA

NAVIGATOR



MARIO RODRIGUEZ

MECHANIC



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CENTURY CR6



DORSAL 266



PEDRO PEÑATE

PILOT



DANIEL MESA

NAVIGATOR



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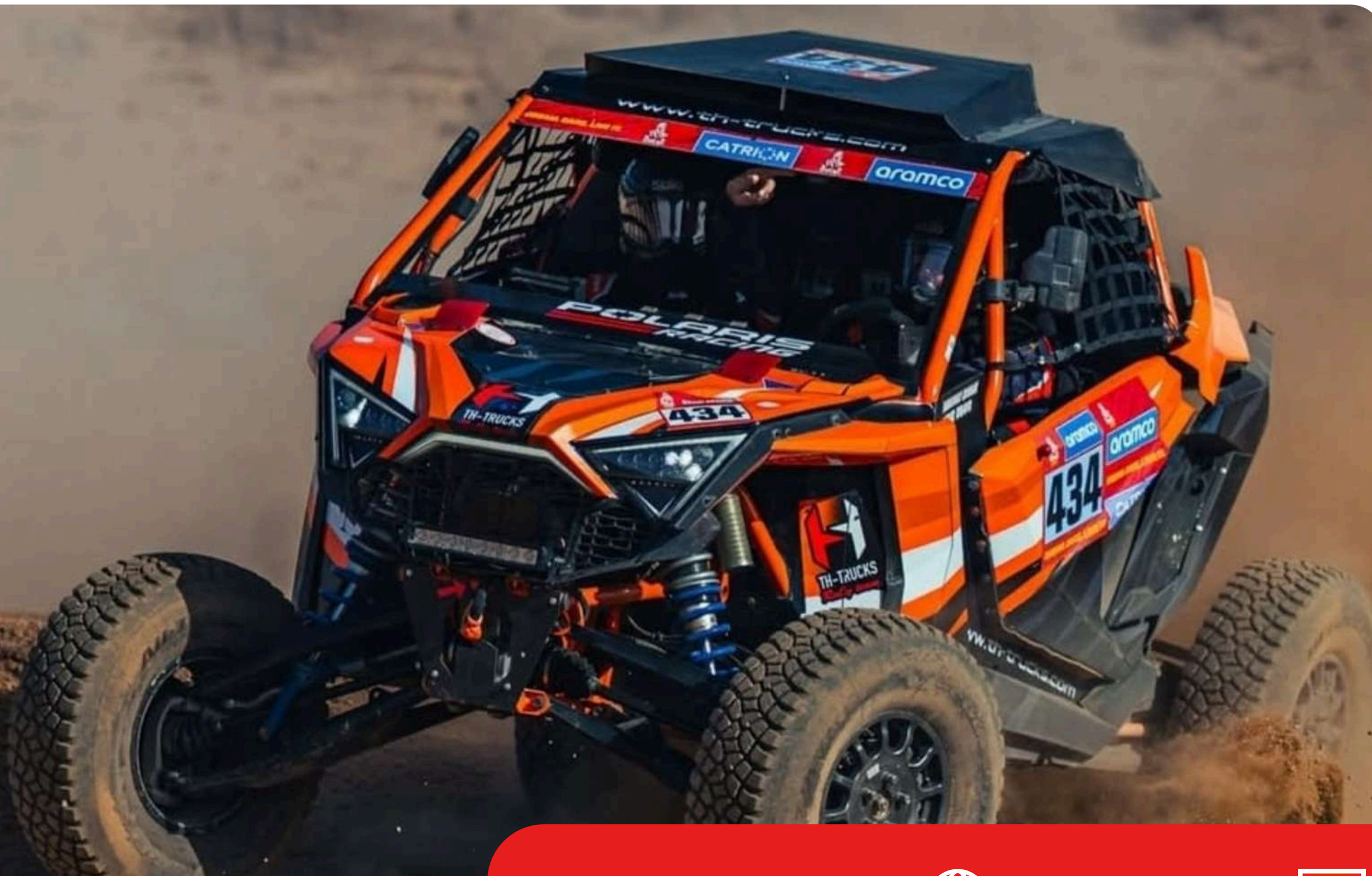


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POLARIS RZR PRO R



DORSAL 423



DOMINGO ROMAN

PILOT



OSCAR BRAVO

NAVIGATOR



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POLARIS RZR PRO R



DORSAL 440



RUI SILVA

PILOT



FRANCISCO ALBUQUERQUE

NAVIGATOR



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CAMIÓN MAN 4X4 TGA

DORSAL
639



ALBERTO ALONSO

PILOT



RAUL ARTEAGA

NAVIGATOR



GUSTABO IBEAS

MECHANIC



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IVECO TECTOR 260 E25

DORSAL
649



JAVIER HERRERO

PILOT



ALONSO HERRERO

NAVIGATOR



JOSE MARÍA CASAS

MECHANIC



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TOYOTA HDJ 80



DORSAL 712



RAFAEL LESMES

PILOTO



TABATHA ROMON

COPILOTO



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TOYOTA BJ 70



DORSAL
739



PHILIP PRYOR

PILOT



DAVID NICHOLAS

NAVIGATOR



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MITSUBISHI MONTERO

DORSAL
776



JOSE SOLÉ

PILOT



SERGIO CEREZO

NAVIGATOR



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AN ALL IN ONE



MOTORHOMES



RACE SUPPORT



HOTEL TRUCK



T6 SUPPORT



PRESSCAR



FOOD TRUCK

MORE WAYS TO TRAVEL WITH US

READY FOR THE RACE

RACIN SUITS

- **ALWAYS IN SPOTLIGHT**

Your brand at the center of attention, printed on our drives' suits, at every competition of the season.



SPONSORSHIP OPTIONS



READY FOR THE RACE

HELMETS

ALWAYS IN THE SPOTLIGHT



ALWAYS VISIBLE

GREATER REACH

MORE PROMOTION

SPONSORSHIP OPTIONS

READY FOR THE RACE

Apparel Staff

YOUR BRAND EVERYWHERE

Experience our competitions and showcase your brand across all Th-Trucks staff apparel



READY FOR THE RACE

WEBSITE SPACE

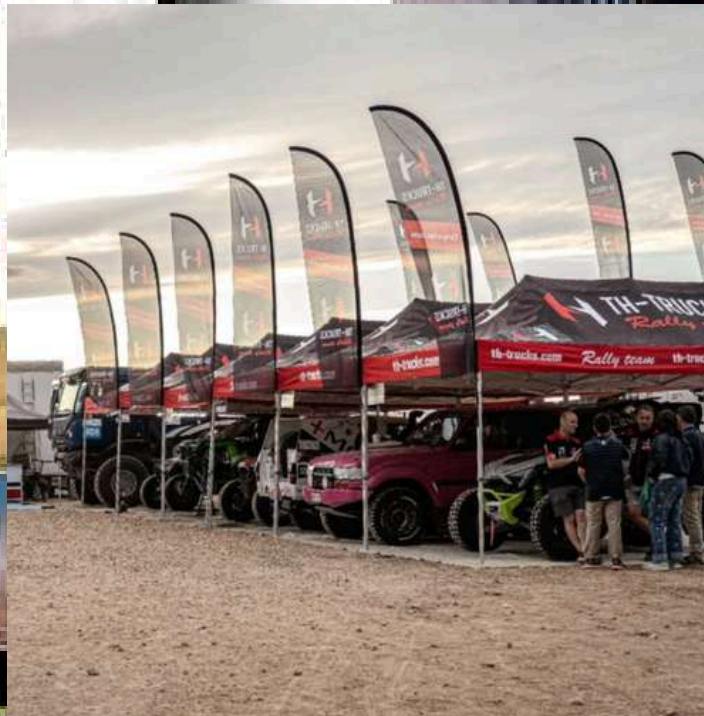
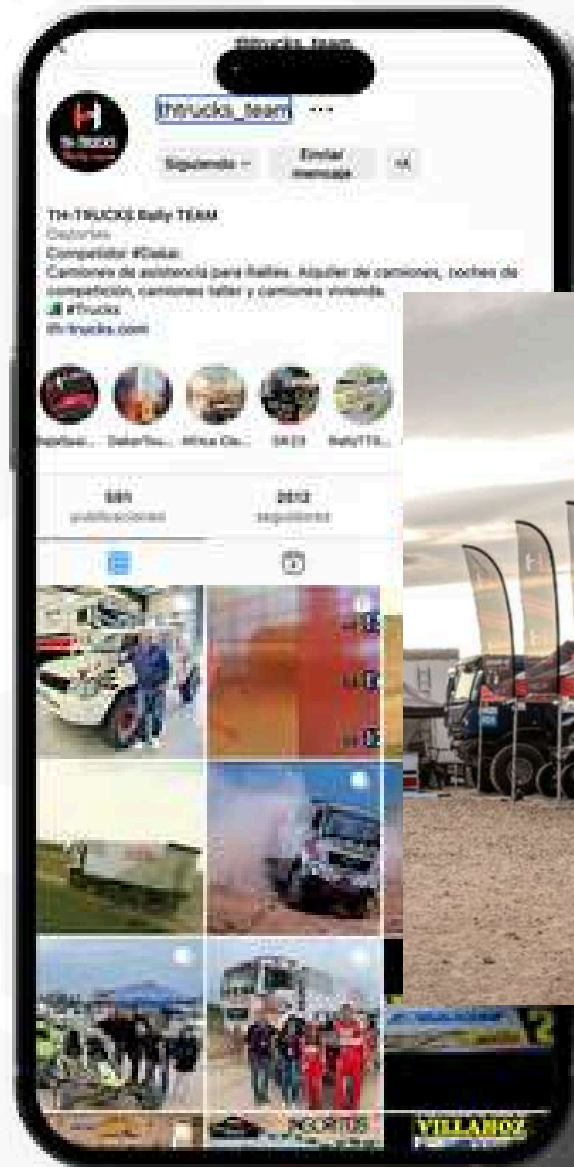
DIGITAL PRESENCE

We add a link your website from our website; your brand will always be visible on our platform, so you can reach more customers...



SPONSORSHIP OPTIONS

READY FOR THE RACE



SOCIAL MEDIA 360º COMMUNICATION

We publish and promote all our competitions, on our social media. We also upload videos to thank those who support our adventure.

SPONSORSHIP OPTIONS

READY FOR THE RACE



PROMOTIONAL EVENTS

Every season we hold promotional events around the competitions we attend. You will join us at each one through our stands, photo calls and all our physical and digital media.

SPONSORSHIP OPTIONS



Flang

DIGITAL PRESENCE

Your brand will always travel with us across all advertising formats making it more memorable and unforgettable.



READY FOR THE RACE
SPONSORSHIP OPTIONS

THEY TRUSTED US...



Burpellet
Energía Natural

ATB
Rally

SCANIA
Body and Truck, S.L.

Campofrío
BURGOS
Se mueve

 **POLARIS**
BURGOS

TRANSPORTES FRIGORIFICOS
A. HERRERO
"Por un transporte de calidad"

TALLER
CARS
BURGOS

HERCOV
Carrocerías

copy 

HERCOV
Carrocerías

ART
LOGISTICA





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