



Sponsor dossier

GOAL DAKAR 2024



Our way of achieving excellence is by offering our clients our extensive journey and vast experience in the industry.

Transparency, personal treatment, and commitment are key to our way of proceeding.

We provide T5 and T6 Assistance Service in all types of rallies.

Rental of competition trucks, workshop trucks, and living trucks.

We have the most suitable methodologies and techniques, as well as the best-trained and most professional staff.

The members of the TH-Trucks 4x4 Assistance Rallies team want to take care of people and provide the best service to our clients.



STATISTICS DAKAR



An Unbeatable Dakar for the **TH-Trucks Team**

Recognized as one of the **best assistance teams in the Dakar.**

Dakar 2023

In this latest edition of the Dakar, we have exceeded all our expectations by assembling a team of 62 people and a total of 26 vehicles. We have provided top-notch assistance both in the camp and on the track to official teams such as BRX, ASTARA, RTEAM, and private teams like VRRACING, MÁS MOTOR, RODAMOTO, XFOJ, AQA, (Team TH-Canarias) PEÑATE, LESMES...

With 7 trucks on the track piloted by:

- 📍 Alberto Herrero – SCANIA TORPEDO
- 📍 Javier Jacoste - MAN TGA -4X4
- 📍 Umberto Fiori - MAN 4X4
- 📍 Ricky Rickler - MAN 4x4
- 📍 Pep Sabate - MAN 6x6 brx
- 📍 Javier Jacoste - MAN 4X4



TV BROADCAST



TH-TRUCKS



COMPETITOR



4.200 hours
TV broadcast



190 Countries
Broadcast the rally
on **70**
Television channels



13 hours
of content broadcast every
day, right from the bivouac



MÁS DE

560 accredited
people



on the entire Rally

120 media
33 nationalities



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Alberto Herrero
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David Bedoya
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DIGITAL

More Than

10,4 million

visits to the website

dakar.com from smartphones, tablets or desktops



More Than

1.000

media outlets (2) all over the world

5 million

visits to the new live tracking module:

Race Center



LIVE

MÁS DE

6,6 million sessions

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

(+2 4%*)



ON THE WEBSITE AND MOBILE APP



+68%

Of video content watched



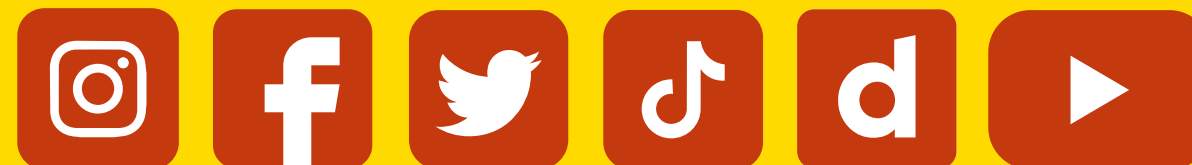
+29%

interactions generated



266 millones

video views on official platforms (including stories) (+2 4%*)



(1) Durante todo el periodo, del 30 de diciembre de 2022 hasta el 16 de enero de 2023. (2) Estudio Hookit 2019. Fuente Xiti a fecha del 17 de enero de 2023



TH-TRUCKS



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A community of
6,7 million
 fans (+20%*)

SOCIAL NETWORKS

@dakar



2,6 million
 fans (+4%*)



1.8 million
 followers (+12,5*)



558.000
 followers (+6,3*)



538.800
 subscribers (+18%*)



299.500
 fans (+39%*)



864.400
 subscribers (+156%*)

@dakar_arabic



27.100
 followers

©A.S.O./Marcelo Machado de Melo – Premio Emilie Poucan – Etapa 6 - HA'IL > RIYADH



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TOP CONTENT



MOST-WATCHED VIDEO**

STARTING PODIUM: SEA CAMP

STARTING PODIUM DAKAR 2023

5 million views



BEST INSTAGRAM REEL

STAGE 3 ALULA > HA'IL

ENJOYING THE RIDE!

6.8 million views



BEST TWEET

STAGE 4 HA'IL > HA'IL

BE RUNNIN' UP THAT HILL
WITH NO PROBLEMS

1.2 million views



BEST TIKTOK POST

STAGE 4 HA'IL > HA'IL

ACHIEVEMENT UNLOCKED FOR
CARLOS SAINZ IN HIS @AUDISPORTS

3.1 million views



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THIS YEAR WE WILL COMPETE IN



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COMPETITION VEHICLES



OUR VEHICLES

The world of motorsport eagerly awaits the arrival of the Dakar every year. All our vehicles are specifically designed for competitions like this, and that's what makes them unique.

As a competitive team and support crew, we place special importance on our vehicles and their care and tuning.

More Information

<https://th-trucks.com/nuestros-vehiculos/> 



SCANIA TORPEDO 4X4



ALBERTO HERRERO

Pilot



SUSANA HERNANDO

Co-Pilot



MARIO RODRÍGUEZ

Mechanic

COMPETITOR



MAN TGA - 4X4



JAVIER JACOSTE

Pilot



JUAN SILVA

Co-Pilot



JOSE MARIA FONTDEVILA

Mechanic

COMPETITOR



TRUCK MAN 4x4



UMBERTO FIORI

Pilot



ALDO DE LORENZO

Co-Pilot



DARIO DE LORENZO

Mechanic



TRUCK MAN 4x4



RICKY RICKLER

Pilot



OSCAR BRAVO

Co-Pilot

COMPETITOR



TRUCK MAN 6X6



PEP SABATÉ

Pilot



POL TIBAU

Co-Pilot



JORDI MONTANER

Mechanic



CAN AM T3



RAFA LESMES
Pilot



EDUARDO NAVAL
Co-Pilot



CAN AM T4



PEDRO PEÑATE

Pilot



ROSA ROMERO

Co-Pilot





DAKAR CLASSIC

TOYOTA HDJ80



DIRK VAN ROMPUY

Pilot



CHRIS GORIS

Co-Pilot

COMPETITOR



TOYOTA HDJ80



ERIK QVICK
Pilot



JEAN MARIE LURQUIN
Co-Pilot



NISSAN PATROL



ASIER DUARTE

Pilot



LUIS BARBERO

Co-Pilot



NISSAN PATROL



LLUIS PEDRALS

Pilot



JAN ROSA

Co-Pilot



NISSAN TERRANO



PETER SCHEY
Pilot



CHRISTOPHER SCHEY
Co-Pilot



PEGASO 7222



BAUTISTA URBANO

Pilot



CHRISTIAN ALMANSA

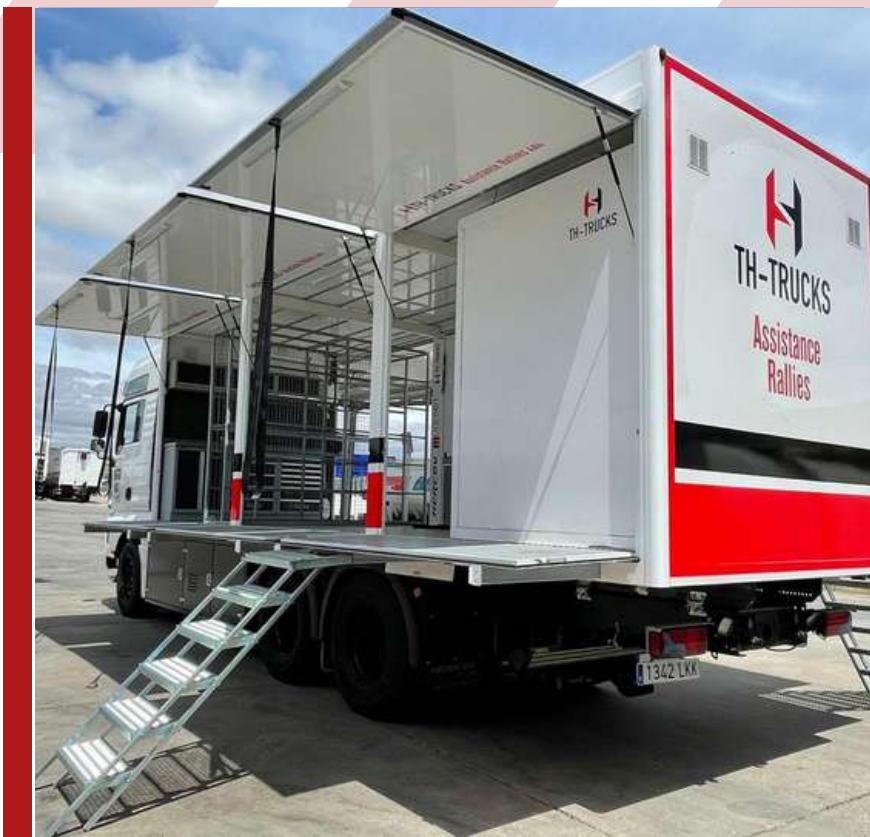
Co-Pilot





OTHER SERVICES

An all-in-one team...



ATTENDANCE T6
The rally stand



HOTEL TRUCK
Comfort and versatility



FOOD TRUCK
The quartermaster of the covered rally



PRESSCAR
For photographers and journalists



SUPPORT CARS IN THE RACE
For managers or guests



PRESSCAR IN RALLY
To follow the race from within



MOTORHOMES
A home anywhere





BE PART OF THE ADVENTURE

SPONSORSHIP OPTIONS 2023/2024

READY FOR THE RACE



Scania Torpedo

4x4 | T5-1

Your brand displayed on our flagship, the most powerful vehicle in our fleet, present in all competitions and exhibitions.

SPONSORSHIP OPTIONS 2023/2024

READY FOR THE RACE



TRUCK 6x6

6x6 | T5 -2

We label your logo on one of our competition trucks, present in our competitions.

SPONSORSHIP OPTIONS 2023/2024

READY FOR THE RACE



TRUCK MAN

4x4 | T5-2

We label your logo on one of our most powerful trucks, to always be in plain sight for everyone

SPONSORSHIP OPTIONS 2023/2024

READY FOR THE RACE



WORKSHOP TRUCK T6

T6 - Assistance in camps

We label your logo on our fleet of camp assistance trucks, present in all our season competitions.

SPONSORSHIP OPTIONS 2023/2024

READY FOR THE RACE



Uniform

Always in the spotlight

Your image at the center of attention, stamped on our drivers' overalls, in all competitions of the season.



SPONSORSHIP OPTIONS 2023/2024

READY FOR THE RACE



Helmets

Always in the spotlight



Select the area where you want us to display your logo, choose the size and colors to use, and you will become part of our pilots' apparel.

Always visible

More projection

More promotion

SPONSORSHIP OPTIONS 2023/2024

READY FOR THE RACE



Staff clothing

Your image in every place

Live the experience of our competitions and capture your brand image in all the clothing of the TH - TRUCKS Staff



SPONSORSHIP OPTIONS 2023/2024

READY FOR THE RACE



Web Site

Digital presence

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

Always visible



SPONSORSHIP OPTIONS 2023/2024

READY FOR THE RACE



Merchandising

Pride of our Team

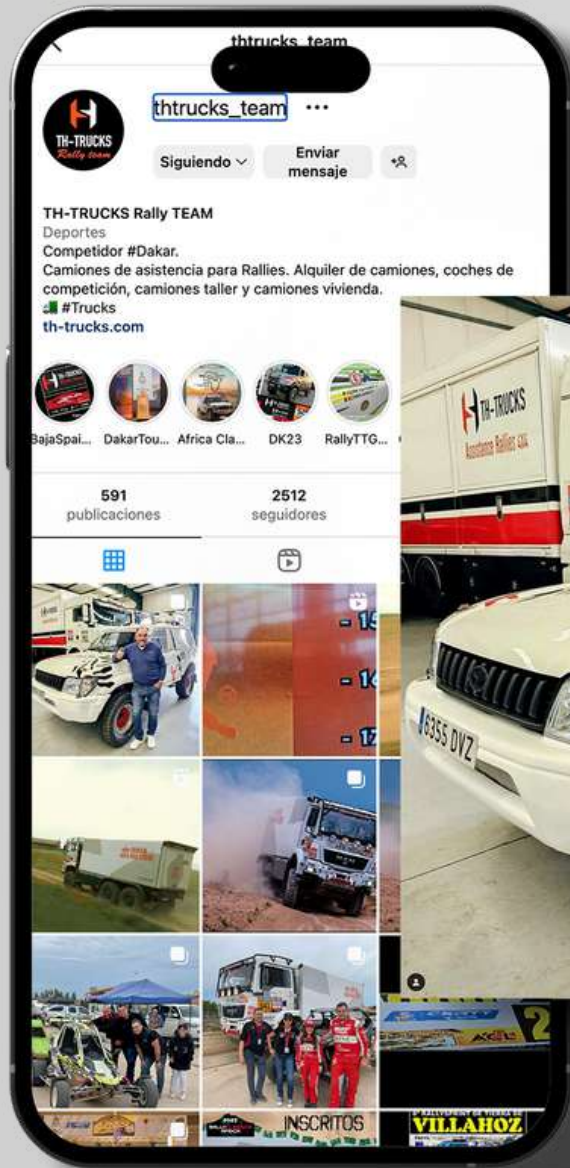
We add your brand to our merchandising so that you can give away or use within your company.

Always visible



SPONSORSHIP OPTIONS 2023/2024

READY FOR THE RACE

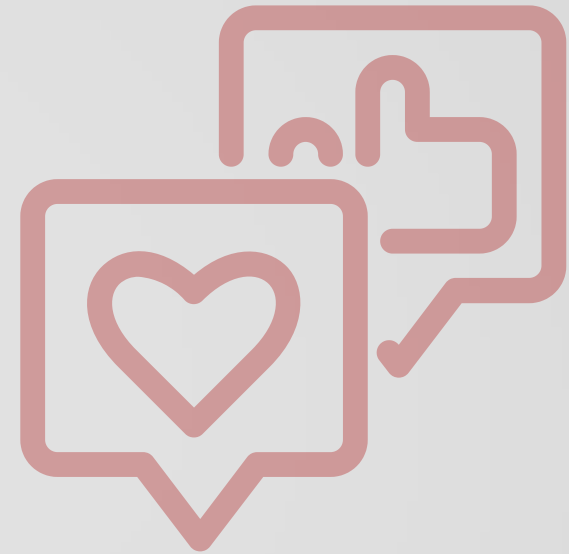


Social Networks

360° communication

We publish and promote all our competitions on our Social Networks, there we also upload videos to thank those who support our adventure.

Always visible



SPONSORSHIP OPTIONS 2023/2024

READY FOR THE RACE



Promotional Events 360° communication

Every season we carry out promotional events for the competitions where we attend, you will accompany us in each one of them through our stands, photocal and all our physical and digital media.

Always visible

SPONSORSHIP OPTIONS 2023/2024



Banners

Presence on the ground digital

Your brand will always travel with us in all advertising formats, to make it more memorable and unforgettable.

Always visible



READY FOR THE RACE
SPONSORSHIP OPTIONS 2023/2024

READY FOR THE RACE



Exhibits

360° communication

Get the attention of your potential customers with our fleet of vehicles. The Dakar in your company. We take our Flagship and other vehicles from our area to promote your brand at events, venues or fairs where you want to leave them speechless...

Always visible



SPONSORSHIP OPTIONS 2023/2024

They trusted us...



Burpellet
Energía Natural



LIDERKIT™
Made only for you

COMERCIAL
PARDO

copy red

POLARIS
BURGOS

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

TALLER
CARS
BURGOS

HERCOV
Carrocerías

RODI
MOTOR
SERVICES

ATB
Rally

SCANIA
Body and Truck, S.L.

RTS

ART
LOGISTICA

MOTUL

TALLERES
ARTEAGA

+MOTOR
masmotorvitoria.com

MobilRENT

CAP
CAP4 RACING

gb
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