



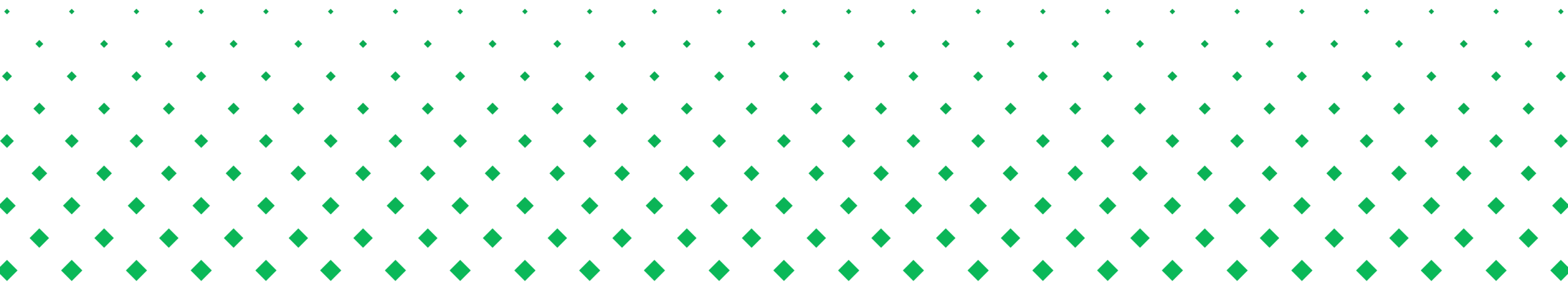
# السعودية

## ***NEXT GEN***



## CONCEPT

# DEVELOPING A ONE-OF-A-KIND IMMERSION INTO THE DAKAR FAMILY



# VISION

Fostering the emergence  
of future Dakar Rally  
Saudi champions



# WHO

# WHO



## 5 SAUDI TALENTS

identified for their promising results and willingness to take up the challenge

(accompanied by Saudi 5 co-drivers)

## 1 COACH

A Dakar Rally expert to guide participants along the experience

A former competitor

## SAUDI AMBASSADORS

nationally recognized and serving as true role models

Dania AKEEL & Yazeed AL-RAJHI  
& Yasir SEIDAN

# WHO

# WHO

## PROFILE OF THE SAUDI TALENTS SELECTED

### Youth

Drivers who have never taken part in the Dakar  
Able to take up the challenge the next year

### Diversity

Both men & women

### Backgrounds

From different motorsport backgrounds

- . Karting
- . E-sport
- . Etc.



# WHEN WHEN



## FROM 2025

Start of programme

## ANNUALLY

A project renewed every year

## 5 DAYS

During the Start Camp period which includes pre-race events and the prologue



# WHAT

# WHAT



## DEDICATED ZONE

in the Start Camp with a paddock setting, briefing area and technical booth.

Size and exact location to be defined

## WORKSHOPS

Coach-led lessons on navigation, crossing, mechanics, race tactics

Learning & practice

## DAKAR LIFE

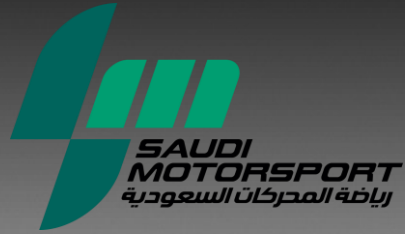
Invitations to experience all the behind-the-scenes to feel like a Dakar pilot.

Scrutineering, briefing, top pilots conference, prologue, post-race debriefing.

## RALLY-RAID STAGES

A challenge over several kilometers and different stage profiles to experience sensations and assess each talent's level

**JOIN**  
JOIN



**APPLY TO JOIN THE ADVENTURE  
THROUGH THE SAUDI MOTORSPORT  
FEDERATION**