

MASON KLEIN - RALLY RACER

SPONSORS: ACERBIS, 100% PERCENT, ALPINESTARS, HAMMER NUTRITION, LANDMARK DODGE, ACACUS RACING, IMS PRODUCTS, TWIN AIR, KORR OFFROAD, CTI, TACO MOTO CO.

HOME TOWN:
AGUA DULCE, CA, USA

AGE/HEIGHT/WEIGHT:
22 YEARS/6'1"/170 LBS

RACE CLASS:
PRO/RALLY GP/450/ELITE

INSTAGRAM:
@MASON_KLEIN1
79K FOLLOWERS

YOU TUBE:
RALLY WITH MASON

CELL AND WHAT'S APP
+1-562-202-2795

EMAIL:
MASONDKLEIN1@GMAIL.COM



CAREER HIGHLIGHTS:
2023 RALLY DOS SERTÕES

OVERALL WINNER

2023 DAKAR RALLY

STAGE 2 WINNER

2022 W2RC

RALLY 2 CHAMPION

2022 DAKAR RALLY

9TH OVERALL

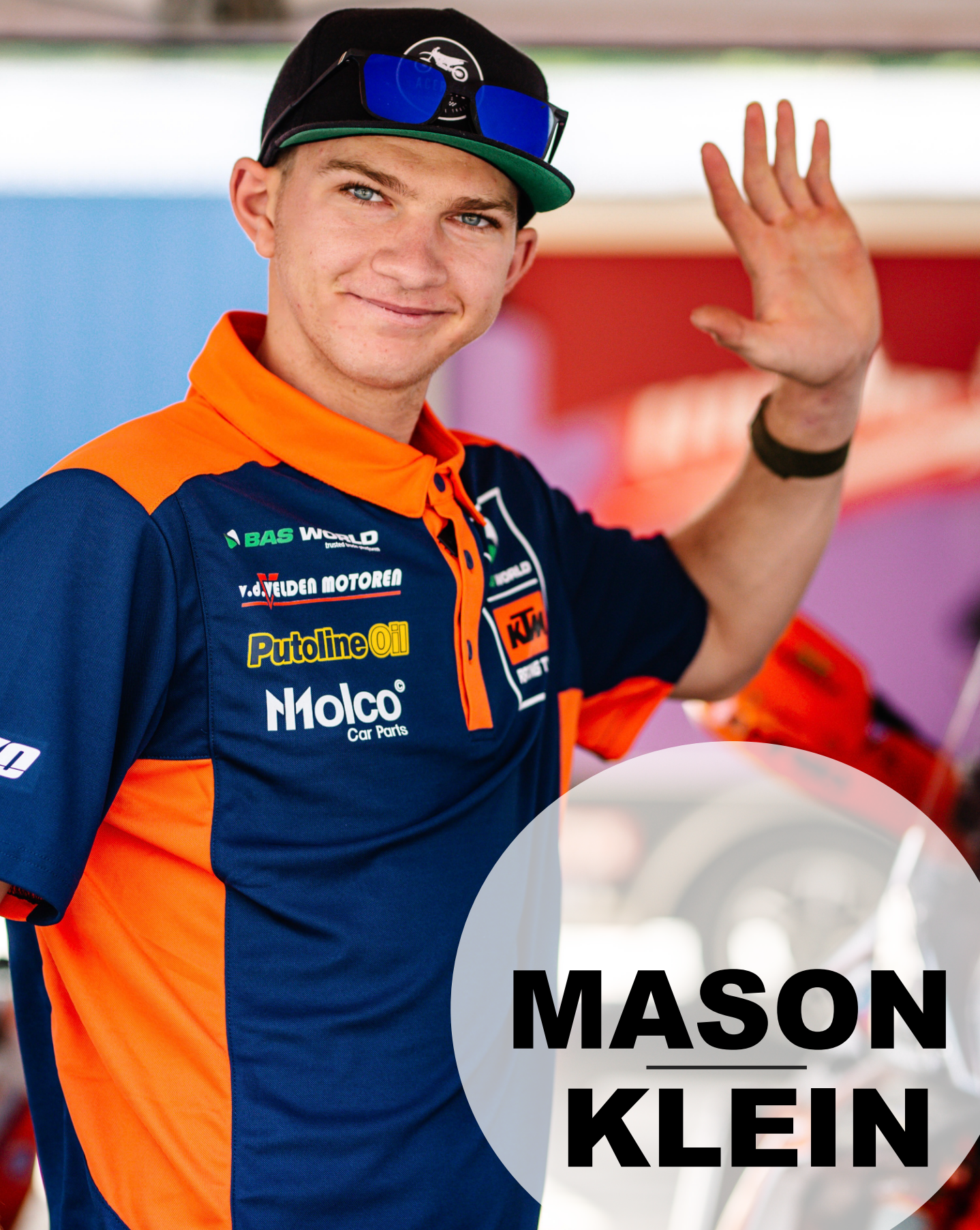
2022 DAKAR RALLY

RIDER OF THE DAY

2022 DAKAR RALLY

ROOKIE OF THE YEAR





**MASON
KLEIN**

DREAM.
DARE.
LIVE IT.



45th EDITION

DEBRIEFING





THE EYES OF THE WORLD
ON THE DAKAR



**DREAM.
DARE.
LIVE IT.**

 **International**
TV broadcast



4,000 hours
of international broadcast in 2023



34 M viewed hours



70 Live
Broadcasters



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Source : Dakar 2023's Nielsen results



teledporte
tve

RTL7//

ESPN

france•tv

peacock

bein
SPORTS

Red Bull
TV







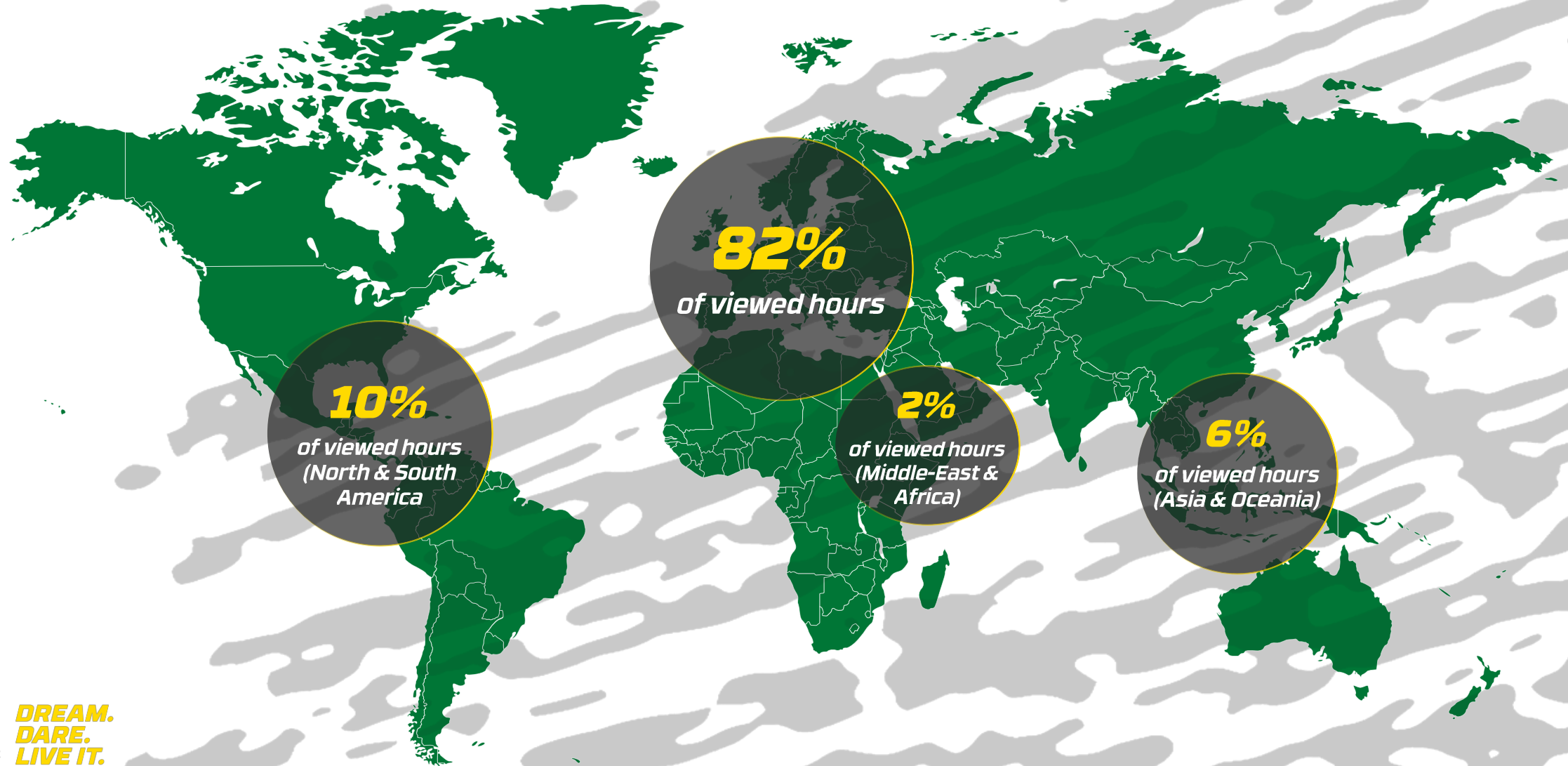


sky sport

SSC

Share these emotions

Worldwide



**DREAM.
DARE.
LIVE IT.**

Reach out to wider audiences
on social media

6.7M fans
on the official Dakar accounts

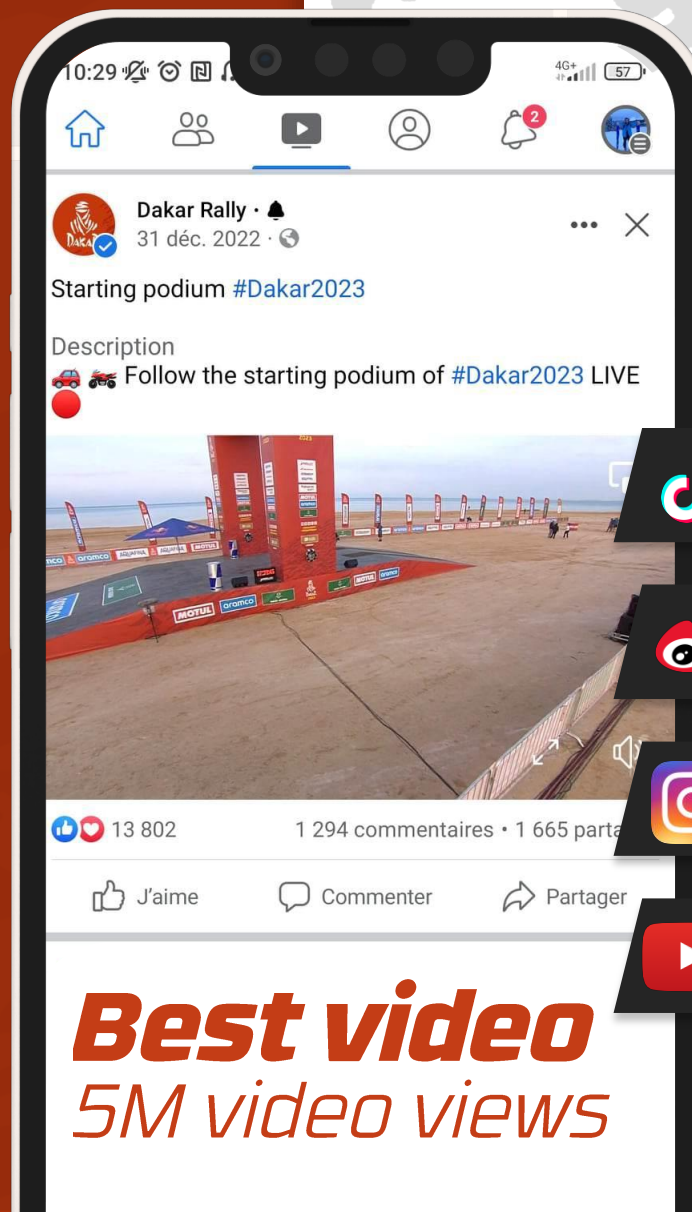
+20% vs 2022



Saudi Arabia : 3rd community
of Dakar followers on Twitter (15%)



**DREAM.
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LIVE IT.**



865k followers
+156% vs 2022



300k fans in China
+39% vs 2022



1.8M followers
+12,5% vs 2022



530k fans
+18% vs 2022

Best video
5M video views

Reach out to wider audiences
on our owned platforms

Dakar website



10.4M visits on the Dakar website



3.8M Unique visitors

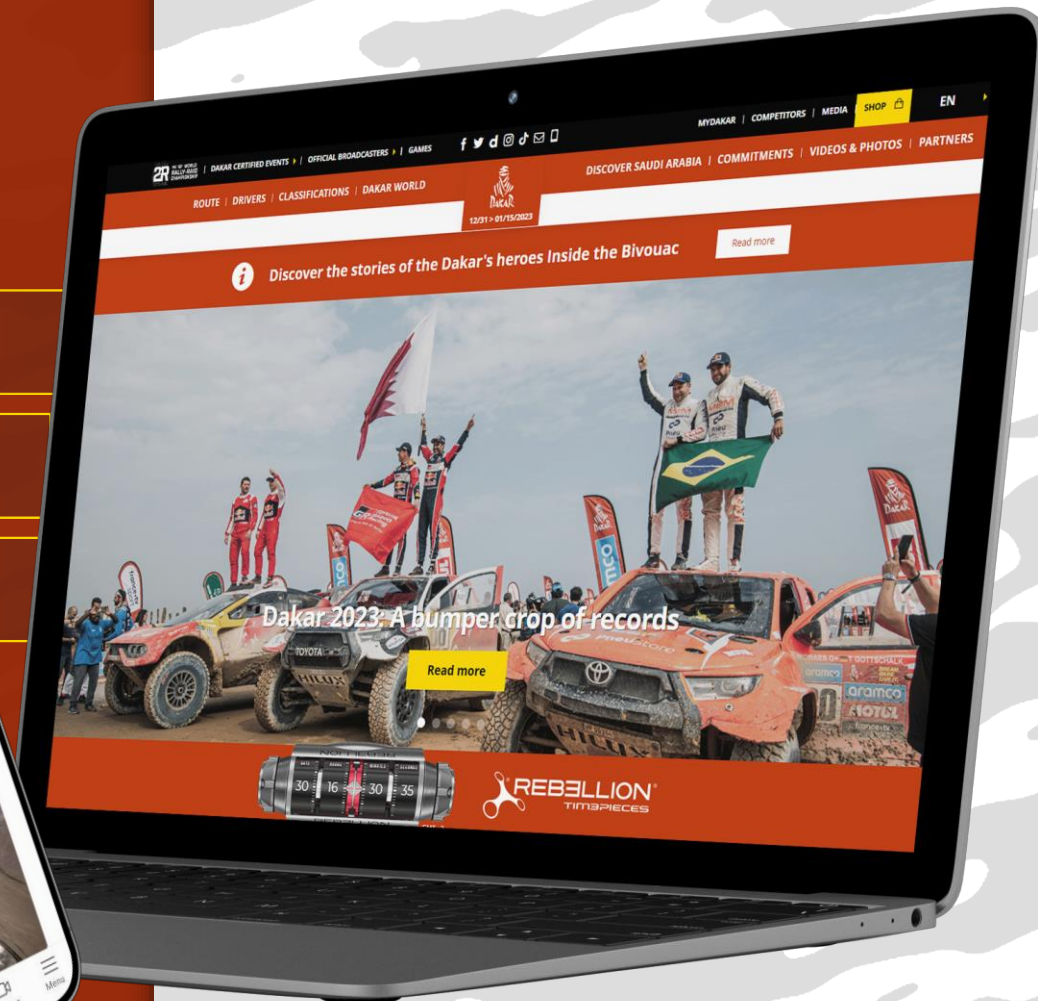
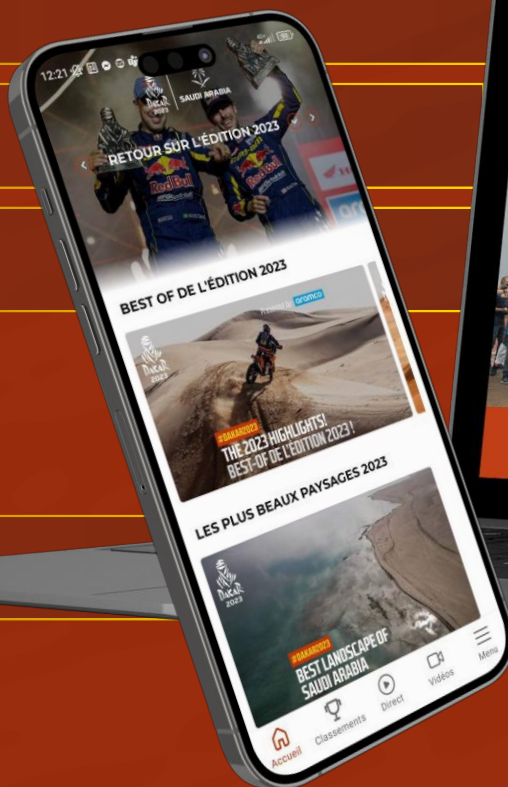


Top 8

Dakar mobile app



417k unique visitors



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LIVE IT.**

!!! 2023: A strong engagement on our platforms

On the Dakar app

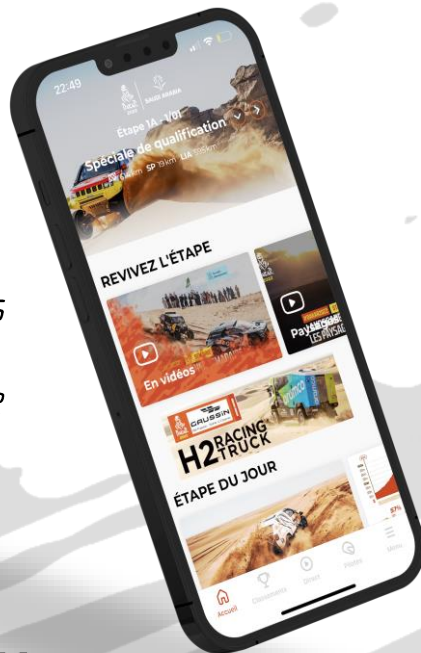


6.6M open sessions
+24% vs 2022



+24% events done

+20% pages viewed



On our social media

39.2M

of organic engagement on FB,
Twitter, Insta & TikTok (likes)
+20% vs 2022

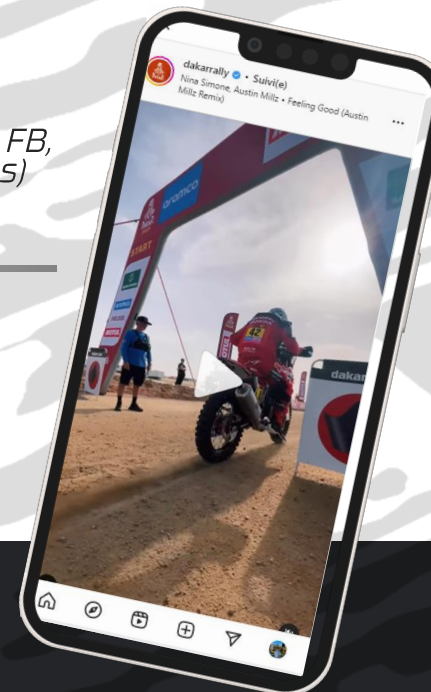
172M

of people reached on
META (FB / Insta)
+7% vs 2022



2.5M

likes on TikTok
x4 vs 2022



facebook



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Source: AT internet - Period Dec 26th - Jan 16th
SoMe Platforms reports - Period Dec. 29th - Jan. 16th - Platforms taken into account: Facebook, Twitter, Instagram, TikTok

!!! Strongly pushed by our video content

266M

of video views on all
official platforms incl stories
+34% vs 2022

35.6M

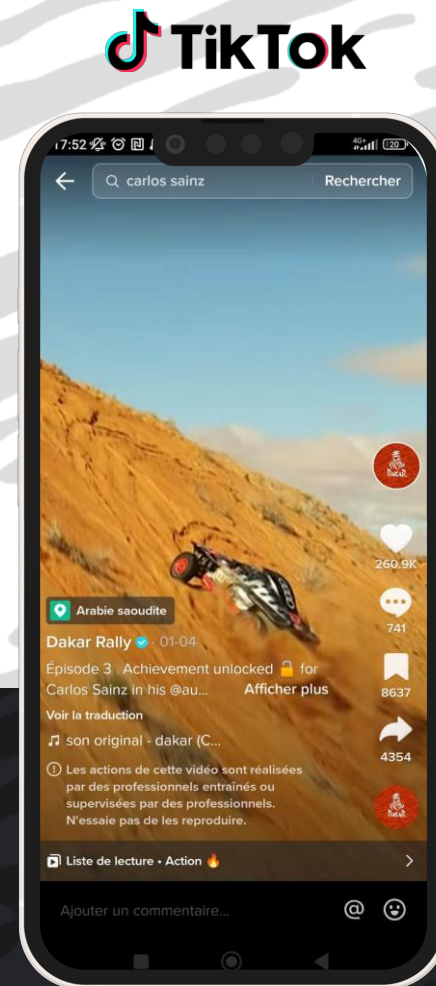
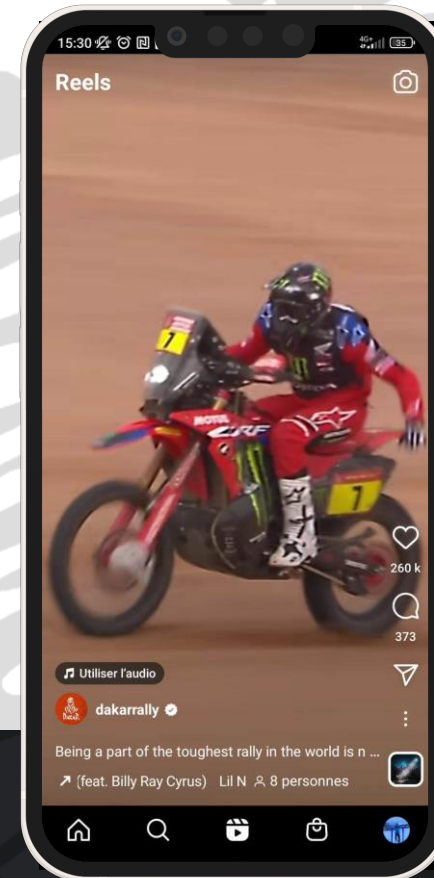
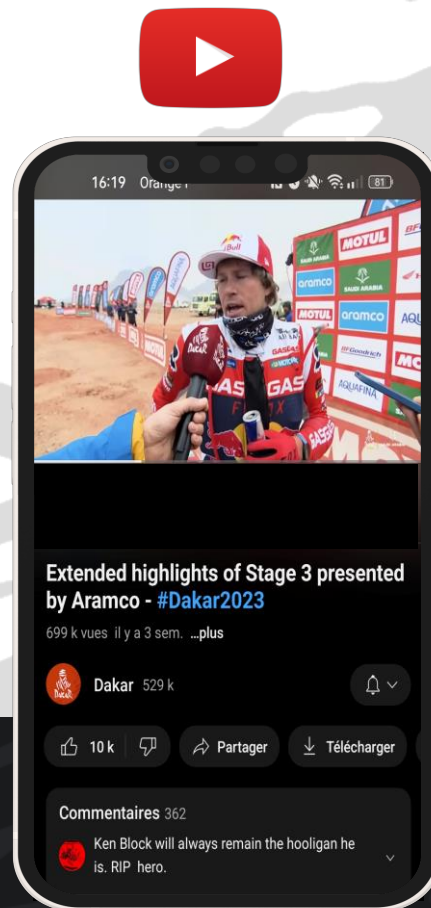
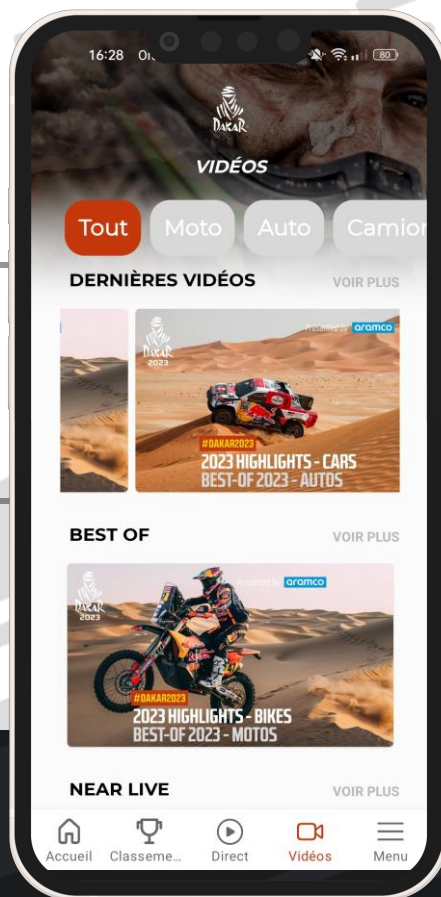
views on TikTok
x3 vs 2022

17.6M

views on YouTube
+33% vs 2022

3.8M

views on our owned platforms
(website & mobile app)
+68% vs 2022



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Source: AT internet + SoMe Platforms reports - Period Dec. 29th - Jan. 16th - Platforms taken into account: Facebook, Twitter, Instagram, TikTok

With a new Race center released
For core fans & casual fans

New design to attract
2 modes to personalize fans experience
Strongly responsive to improve experience
More data & more content to engage



5M Visits on the new Race Center (+6% vs 2022)



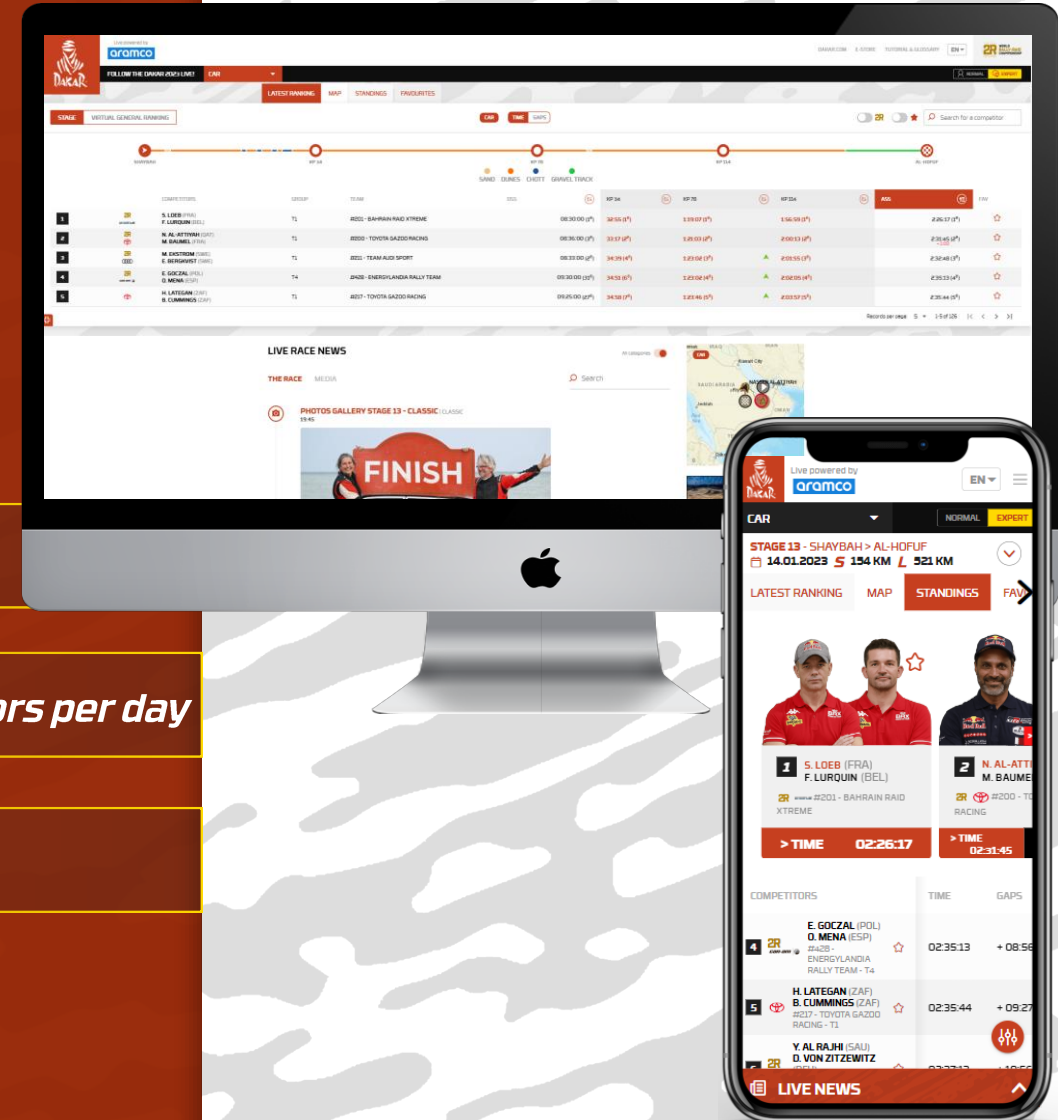
1.5M unique visitors with peak at +330k unique visitors per day



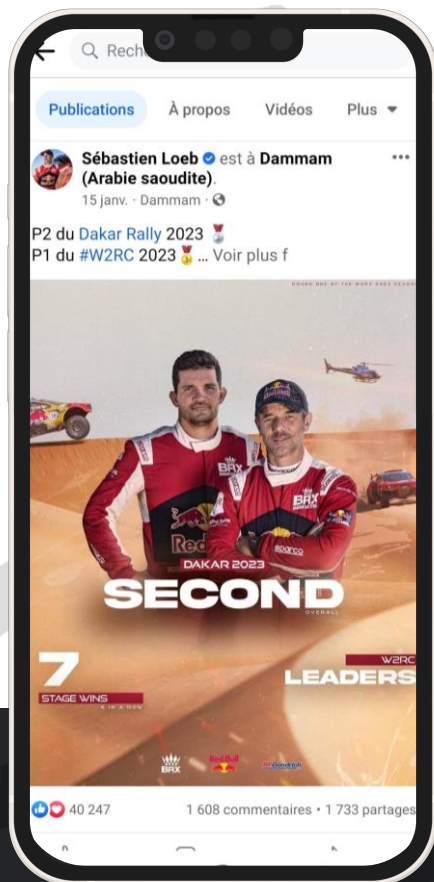
9:37 min per visit – a great engagement rate (events)



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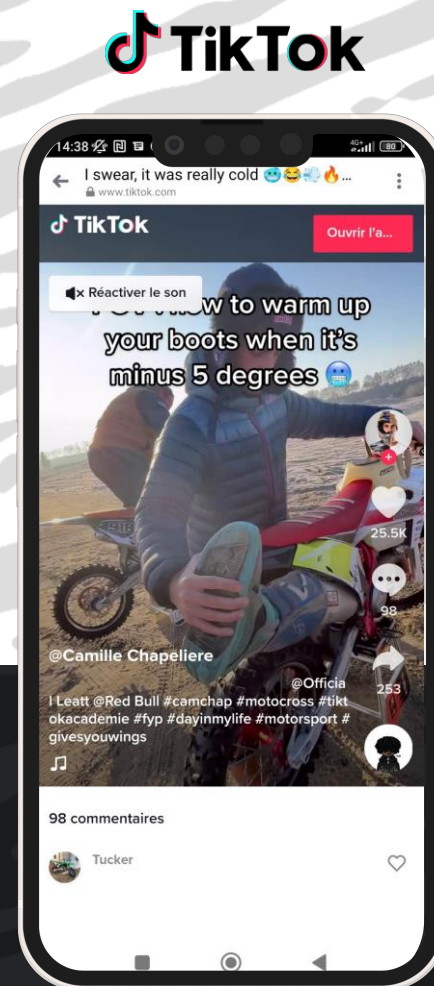
!!! Top contents on the Dakar ecosystem



facebook



Instagram



TikTok



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LOOKING TOWARDS
Dakar 2024



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