

## Case Study

# Dakar Rally Saudi Motorsport Company



**When:** 2023

**Where:** Saudi Arabia – 12 Bivouac's

**Client Overview:** Saudi Motorsport Company who manage the Dakar Rally on behalf of the Event Organisers ASO contracted us for the 5th consecutive year to provide extensive site services and welfare solutions for the participants for the prestigious multi-stage motorsport event in Saudi Arabia. This ambitious project involved coordinating logistics across multiple stages while maintaining high standards of safety and efficiency.

**Project Challenges:** The multi-stage event presented several challenges, including the need for reliable temporary accommodation, power solutions, site services, and effective management of over 750 different equipment's across 12 distinct stages spread around Saudi Arabia. Coordinating these elements required meticulous planning and execution to ensure a seamless experience for participants and spectators.

**Solution Provided:** To address these challenges, we implemented a comprehensive support package that included:

- **Temporary Accommodation:** We provided high-quality temporary lodging for participants, staff, and officials, ensuring comfort and convenience throughout the event.
- **Power Solutions:** Reliable power systems were in-

stalled to support various event needs, including lighting, communications, and operational facilities across all stages.

- **Site Services:** Comprehensive site services were deployed, including sanitation, water and waste management, ensuring a safe and enjoyable environment for all attendees.
- **Site and Logistics Management:** Our team provided end-to-end management of the event, overseeing logistics, scheduling, and coordination across all 12 states to ensure smooth operations. Comprehensive logistics management coordinating over 2,500 trailer movements covering almost 8,000km across Saudi Arabia

**Operational Support:** Our experienced team coordinated logistics and resources to guarantee timely delivery and setup of all accommodations and services. Real-time monitoring and proactive problem-solving were employed to address any issues swiftly, maintaining operational continuity.

**Result:** The multi-stage motorsport event was a resounding success, characterized by seamless coordination and high satisfaction among participants and spectators. Our comprehensive support ensured that all logistical aspects were managed efficiently, contributing to a memorable and professionally executed event

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