



Always up to date – Service for fans and journalists

- 'Dakar-Special' goes live
- Results, background information and pictures

The Dakar Rally is regarded as one of the last big adventures and as extreme challenge for man and material. In the forthcoming edition of the legendary event, the competitors will not only have to cope with Argentina's burning heat but also with the heights and the cold waiting for them in Bolivia. X-raid wants to offer the fans the chance of witnessing this adventure at the closest possible range and provides them several options for following the rally and the activities of the MINI ALL4 Racing pairings.

Today, the 'Dakar-Special' went live at the website x-raid.de. In addition to being provided with results and background information around the Dakar, the fans also can follow the bundled social media channels of the X-raid teams, drivers, co-drivers and the ASO. Furthermore, X-raid is going to publish additional background stories and pictures around the Dakar Rally and the X-raid Team, via the 'Dakar Special'.

Social Media channels of X-raid

Via their Facebook account, X-raid will post results, news, background reports and picture galleries.

Fans who want to know not only the respective day's result but also interim standings during the special stages will find the desired information at the Twitter account. X-raid will tweet the top five as well as the positions of the other MINI ALL4 Racing crews at the waypoints and checkpoints that have been updated by the ASO.

www.x-raid.de



In addition to representing a unique motor-racing adventure, the Dakar also stands for sensational and emotional pictures: the perfect basis for the Instagram account where the fans will be provided with new, spectacular pictures on every single day.

WhatsApp broadcast list

For the journalists, X-raid offers an additional media service via WhatsApp. This service is supposed to inform them during the Dakar as extensively and promptly as possible.

To be able to do so we are creating a broadcast list. Other than in a WhatsApp group, the members of such a list aren't visible for one another and only can communicate with the administrators.

To register for the list please save the following number to then send a WhatsApp message to it with your name and the communication medium you are working for.

Stefanie Szlapka: 0049-172 548 0 549

To be able to complete your registration, we also have to save your mobile-phone number

Media Guide

<http://issuu.com/x-raid/>