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THE ROAD TO THE DAKAR

**BRUNO
BOZZO**

JOIN ME ON THE ROAD TO DAKAR QUALIFICATION RALLYE DU MAROC
2020



THE STORY

A LEGACY YOU RIDE

Eight months ago, this dream nearly came to a stop. A knee injury and surgery brought Bruno's season to a standstill. Soon after, ALS took his grandfather — his first riding partner, his closest friend to the very end, and the origin of a heritage spanning three generations: grandfather, father and son even raced the same events.

The day after leaving the operating room, Bruno was already starting over: studying navigation, training, living rally raid. It was time to chase the goal he had set long ago: **racing the Dakar.**

— *Six months later, the results speak for themselves.*

Currently 2nd in the Spanish Championship, 2nd in the European Championship, and winner of three overall stage victories at European level — even while opening the track. This project runs on his team's hard work, professional rigour and an inherited passion. And it carries his grandfather's legacy with it.

GRANDFATHER → FATHER → BRUNO

THREE
GENERATIONS
· ONE START
LINE

RIDER PROFILE

SPANISH RALLY RAID'S BREAKOUT TALENT

Bruno races in the Rally2 class of the FIM Rally-Raid World Championship — the same championship as the Dakar. Chilean-born and forged in Spain, he unites two markets and two fan bases in a single sporting project.

AGE

23

EDUCATION

Business Administration graduate

CLASS

Rally2 · W2RC

FIA-FIM World Rally-Raid Championship

NATIONALITY

Chilean

Based in Valencia, Spain, since 2021

LANGUAGES

Spanish · English (level tbc)

TEAM

Pedregá Team

KTM 450 Rally Replica · rally raid structure

THE VISION

Bruno brings the same discipline to the track as he did to his degree: performance analysis, structured mental training, precise nutrition planning and honest, human communication. Audiences don't just follow wins; they follow real stories, daily sacrifice and the teamwork behind every finish line.

PROFESSIONALISM · HARD WORK · RESILIENCE · APPROACHABILITY · FAMILY · LEGACY



RESULTS THAT BACK THE PROJECT

2026 DEBUT SEASON · RALLY RAID

- 2nd, Spanish Rally TT Championship (current standings)
- 2nd, European Championship — Hellas Rally (Greece)
- 3 overall stage wins at European Championship level (Greece and Galicia) — even opening the track

2024

- Spanish Enduro XC Champion — Rieju factory rider
- Gold medal, FIM ISDE (International Six Days of Enduro), Galicia — with the Chilean national team

2023

- ISDE World Champion, class C3 — San Juan, Argentina

◆ A HISTORIC FIRST

The first Chilean rider ever to win an ISDE class — the oldest nations' enduro event on the FIM calendar.

2021-2023

- Rieju factory rider — EnduroGP World Championship and Spanish Championship

2017-2020

- 3× Chilean National Motocross Champion



THE CHALLENGE

RALLYE DU MAROC: THE DAKAR'S PROVING GROUND

Round 4 of the FIA-FIM World Rally-Raid Championship (W2RC) — the same championship as the Dakar — and the last time factory teams and the world's best riders face the desert before January. Directed by Marc Coma, five-time Dakar winner.



2,800km

ACROSS THE MOROCCAN
DESERT

1,600km

OF TIMED SPECIAL
STAGES (BIKES)

7 days

OF RACING · SEP 28 –
OCT 3

4th

ROUND OF THE W2RC
WORLD CHAMPIONSHIP

Bruno will race in the **Rally2** class and enter the **Road to Dakar Challenge** — the programme created by A.S.O., the Dakar's organisers, to score points towards Dakar qualification and identify its future riders.

OBJECTIVE · SEP-OCT 2026

MOROCCO

Complete all 7 days of racing and score in the official Rally2 classification system.

NEXT STEP · JAN 2027 / 2028

THE DAKAR

With those results in hand, the project — and its partners — would be ready to capitalise on a Dakar entry: a competitive rookie backed by verifiable results.

DOUBLE VISIBILITY, A MULTIPLIER EFFECT

F1 MOROCCO — THE STRATEGIC NICHE

The last major desert event before the Dakar draws the specialised press, YouTube and the motorsport digital ecosystem — the moment when fans, teams and brands scout the next competitive riders. A caravan of **1,600+ people**, live coverage on the official W2RC platforms and international TV distribution.

F2 THE DAKAR RALLY — THE DOOR MOROCCO OPENS

Qualifying through Morocco puts the story — and its brands — in front of the Dakar's global audience. Official figures from the 2026 edition:

190

BROADCAST COUNTRIES · 70 TV CHANNELS

4,000^h

OF COVERAGE · 13 H DAILY FROM THE FIELD

11.1^M

SOCIAL MEDIA FOLLOWERS (+19%)

1.6^B

SOCIAL MEDIA VIEWS (+14%)

1.2^B

VIDEO VIEWS ON OFFICIAL PLATFORMS (+200%)

15.8^M

ANNUAL VISITS TO DAKAR.COM · 8.5M APP SESSIONS

MARKET 1

SPAIN

2nd nation of the 2026 Dakar with 114 participants — behind only France. Free-to-air coverage on Teleduarte, La 1, Esport 3 and TV3.

MARKET 2

CHILE · LATAM

Free-to-air coverage on **Mega TV**; across Latin America, **ESPN Latin America** reaches 41 countries.

Source: Official Dakar 2026 press kit, A.S.O. — "Media Impact 2026" (as of January 23, 2026) and "Participation" (as of November 13, 2025). 600+ accredited journalists from 48 nationalities.

A COMMUNITY THAT LISTENS

A QUALIFIED AUDIENCE IN A NICHE SPORT

8.200

INSTAGRAM FOLLOWERS
AND THAT IS PRECISELY WHERE THE VALUE LIES

In rally raid, the audience is made up of riders, mechanics, teams, brands and true fans: a concentrated, qualified community where Bruno's word and recommendations carry real weight — not a mass-media number that scrolls on by.

INSTAGRAM

THE MOTORSPORT COMMUNITY

The day-to-day of preparation and competition, in front of the sport's most specialised audience. Engagement and reach tbc.

LINKEDIN

WHERE SPORT MEETS BUSINESS

Professional content and a direct line to companies and decision-makers: the partnership is visible to the very audience that signs sponsorship deals.

YOUTUBE

THE STORY IN LONG FORM

Race recaps, preparation and behind-the-scenes: the brand lives inside the story, rather than just appearing in it. Channel and figures tbc.

Bruno's content goes beyond results: race analysis, honest self-critique, technical and mental insights, lessons in resilience and constant improvement. He shares what works for him and what doesn't — with humility. That approach has built a feedback ecosystem with fellow riders, brands and partners, guided by one idea: **add value, keep no secrets, and grow the sport together.**



WHAT YOUR BRAND GETS

This project doesn't sell unreachable promises: it delivers a real, honest, measurable return from day one in the bivouac.

01

BRAND ON THE GEAR

Strategic placement on the **helmet, race suit and paddock wear** — visible at national, European and world championship events.

02

MEDIA AND PRESS

Professional photography distributed through official event coverage and the specialised media, with **measurable brand mentions**.

03

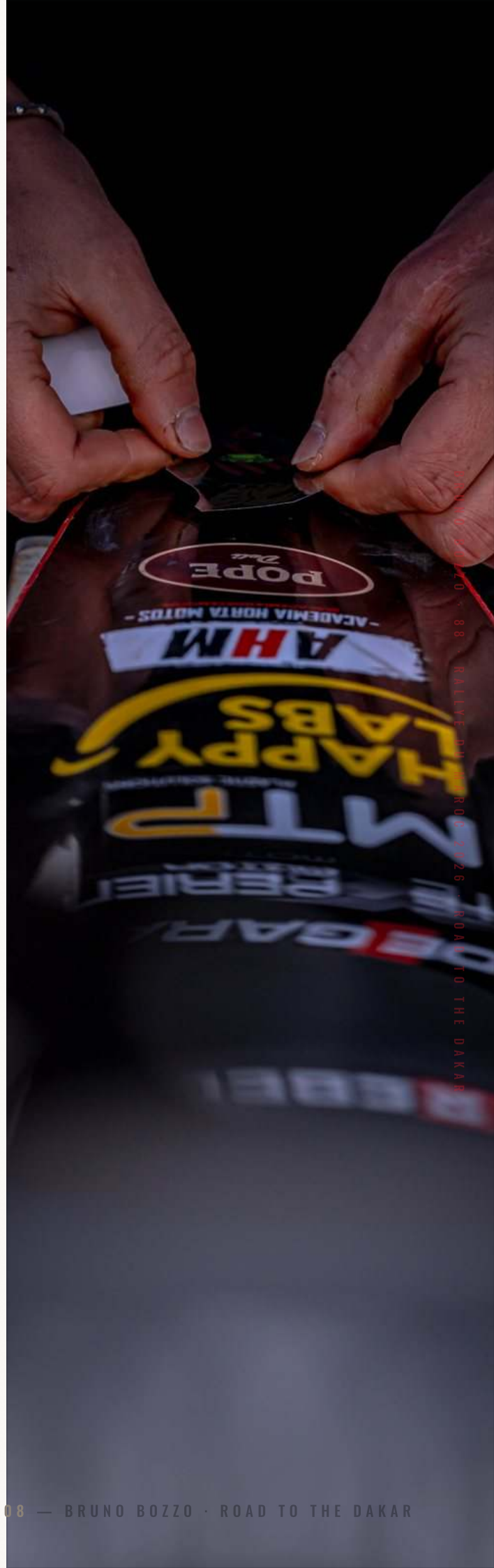
AUTHENTIC DIGITAL CONTENT

The day-to-day of preparation, life in the bivouac and the human side of racing — on Bruno's channels and **available for the brand's own channels**.

04

EARLY-ENTRY ADVANTAGE

Joining the project today, in Morocco, means entering at an efficient investment level — **before the Dakar's media exposure raises the project's value**.



THE BUDGET

A CLEAR, **ACHIEVABLE** TARGET

19,630€

REAL OPERATING COST · RALLYE DU MAROC 2026

Pedregá Team Premium Pack · KTM 450 Rally Replica, support & bivouac logistics	€11,900
Official W2RC entry · FIM Rally 2 class	€5,000
Navigation & safety · GPS Unik 4, Sentinel, Iritrack	€800
FIM international licence · One Event (RFME)	€520
Hotels & travel · scrutineering and per diems	€500
Safety gear & consumables · airbag, mousses	€400
Mounts & fitting kits · navigation tower	€330
Flights Valencia – Morocco	€180

TOTAL REAL OPERATING COST

€19,630

An exact, transparent breakdown for a world championship programme. The organisers also require a refundable €1,500 deposit (Iritrack equipment) during scrutineering. Every partnership is tailored to the brand, with multi-race agreements towards the Dakar 2027–2028 open to conversation.

THE STRUCTURE BEHIND THE RIDER

TECHNICAL STRUCTURE

Pedregá Team: a KTM 450 Rally Replica, technical support, daily spares and full bivouac logistics, with mechanics experienced in rally raid. At this level, cutting corners costs more — the technical side is fully covered.

COMPLETE PREPARATION

The desert demands more than speed. Bruno trains every day under **Gerard Farrés** — a Spanish rider with deep Dakar experience and multiple podiums at the event — alongside ongoing sports psychology work and rigorous nutrition and supplementation control.

COMMERCIAL MANAGEMENT

Direct contact with **Bruno Bozzo** (+34 661 68 81 51). Every proposal is tailored to the brand's objectives.

FOUR WAYS TO COME ON BOARD

Clear investment tiers with high-impact corporate assets, tailored to the programme's real logistics.

COLLABORATOR

€500

- Logo on the project's graphic material
- Acknowledgement on Bruno's official channels
- Appearance in the trip recap reels
- **Final reach report** of the World Championship

SPONSOR

€1,500

- Mid-size logo on secondary areas of the race jersey and paddock wear
- Brand mentions in the preparation reels
- **+ 1 technical riding/enduro class** in the brand's name (kids or adults)

OFFICIAL SPONSOR

€3,000

- Prominent logo on the race jersey, paddock wear and helmet
- Live coverage of daily bivouac life
- **+ 1 motivational & commercial talk** for your company
- **+ 1 navigation masterclass** (roadbook) at your office

★ MOST CHOSEN

MAIN SPONSOR

€5,000

- Maximum exclusivity: central logo on the jersey chest and main helmet area
- **Naming** of the content series towards Morocco
- **Full assignment** of the World Championship photo & video bank
- All activations and talks, with priority

CONCLUSION

A PROJECT TO BUILD TOGETHER

88

Backing this project today means being present for the qualification phase, with a clear, realistic road map towards the Dakar Rally. The team will be glad to prepare a proposal tailored to each brand's objectives.



CONTACT

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INSTAGRAM

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SCAN THE
WEBSITE



MESSAGE US
ON WHATSAPP

Scan with your phone camera to see the full project in video and photo format. Or email us on Bruno Bozzo and create a tailored proposal.