

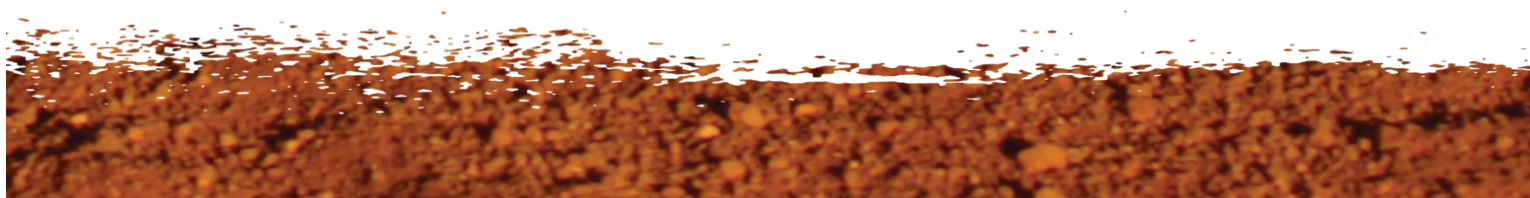


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2011 FACTS AND FIGURES

General information

- Australasian Safari is an annual off-road rally for four-wheel drives, motorbikes and quad bikes set in outback Western Australia.
- In 2011 Australia's toughest motorsport challenge will be held from September 22 to 30.
- This ultimate motorsport event attracts the best competitors from across the world, and this year we already have interest from the USA, UAE, Brazil, France, Sweden, Poland and New Zealand.
- Three-time Dakar winner, Frenchman Cyril Despres, will make his Australian event debut at this year's Safari. He will be joined by Australian offroad moto champion and past Safari moto winner Ben Grabham, and V8 Supercar champion and last year's Safari auto winner Craig Lowndes.
- The eight-day event begins in Perth for the third time before heading off into outback Western Australia, beyond Geraldton and into the northern goldfields.
- The Ceremonial Start will be held at Hillarys Boat Harbour on Thursday 22 September. The Ceremonial Finish will be held on 30 September in Kalgoorlie, with the specific location to be confirmed closer to the event.
- The event covers more than 3500km of gruelling outback terrain, with mobile Safari Villages set up each night in remote towns along the route. In 2011, overnight stops will be located in Geraldton, Mt Magnet, Sandstone, Laverton, Leonora and Kalgoorlie.
- More than 100 riders and drivers are likely to compete this year.
- Considered Australia's answer to Dakar, the event is renowned as one of the toughest and most challenging motorsport events in the world.
- There is a new Production Class in 2011, which means standard vehicles can compete with the minimum safety modifications.
- A Nations Cup for moto and quad competitors gives teams of up to four riders the chance to compete for their country, working together and scoring points along the way. It is open to all non-Australian residents.
- We'll have at least one Marathon Day in the route this year. Marathon Days refer to those days in which competition stages are between 250 and 500 kilometres in length, with only refuelling permitted.



- 2011 marks the 26th year of Australasian Safari.
- The fully-guided Adventure Tour allows offroad motorbike enthusiasts to follow the Safari and experience the excitement of competitive off-road rallying without the pressure of competing. They ride much of the same track as the competitors in shorter days, camp in the same bivouac, rub shoulders with the top riders and drivers and enjoy the camaraderie of meeting like-minded adventurers in real Australia.
- Local towns along the route directly benefit from an economic boost as around 500 competitors, teams, officials and spectators come into town and stay overnight.
- The 2011 Australasian Safari continues to proudly support The Royal Flying Doctor Service through a number of fundraising initiatives.
- In its inception in 1985, the Australasian Safari was set in the outback of the Northern Territory. Later the event moved to New South Wales, incorporating the famous Mt Panorama Circuit in Bathurst. In 2007, the Australasian Safari returned to its new home in Western Australia where it has been held for the past five years.
- The Australasian Safari receives strong international exposure through a television package screened around the world. The 2010 event was seen in over 100 countries and it is envisaged the television coverage will expand again in 2011.
- In Australia, a one-hour feature on the Australasian Safari will be televised on Ten, One and Fox Sports.
- The Western Australia Government supports the Australasian Safari through Eventscorp, a division of Tourism WA.
- In 2011 ownership of the Australasian Safari changed to Justin Hunt, who has been Event Director since 2007, trading as Justin Hunt Management P/L. Ownership and administration for the event is now based in WA.

Equipment & logistics

- Equipment travelling with the event includes:
 - 2 Planes
 - 1 Helicopter
 - 2 Satellite dishes
 - 51 Satellite phones
 - 72 Radios
 - 7 generators
 - 2 Semi trailers (toilets and showers)
 - 1 9 tonne equipment
 - 4 Motorhomes (HQ and Safari Base)
 - 1 medical equipment truck
 - 7 FIVs (First Intervention Vehicles)
 - And two large inflatable arches

- More than 8000 meals are prepared at each overnight stop by Crawfords Catering who travel with the event in a purpose built semi-trailer kitchen.
- Approximately 70 formal land use approvals are required to gain access to private land, crown land and the land of traditional owners.
- There are over 530 people in the Safari family including officials, service crews, support crews, media and competitors. Many officials are volunteers. They include:
 - More than 500 people travelling with the event – support crew, family and friends
 - A 20-person medical crew
 - 85 event officials, most of whom are volunteers
 - 5 representatives from the Motorsport Authorities
 - 2 TV Production companies
 - National and international media representatives
 - 3 Photographers
 - 2 Policemen

Entry details

- Expressions of Interest for the Australasian Safari are open and a Pre Event Guide is available for interested entrants at www.australasiansafari.com.au.
- The final date for close of entries is Friday 12 August. Details on the course are being finalised and will be announced closer to the event.

Contact information

Visit www.australasiansafari.com.au for further details on the event and to follow the live action. Follow us on Twitter - @AustSafari, Facebook - Australasian Safari - Australia's Ultimate Off-Road Rally, and YouTube - <http://www.youtube.com/AustralasianSafari>

Media enquiries

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