



PRESS RELEASE

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EDITION I • 18-23 DECEMBER 2026

LE SOUFFLE DU MAROC

INAUGURAL EDITION • REGULARITY RALLY

Rallye Sirocco launches its inaugural edition

1,035 km of regularity rallying across Morocco, from Marrakech to the gateway to the Sahara, from 18 to 23 December 2026.

Casablanca, Morocco. Driven by a **humanitarian mission and organised on a non-profit basis**, Rallye Sirocco will launch its inaugural edition from **18 to 23 December 2026**. Limited to just **15 crews**, this regularity rally will travel through some of Morocco's most beautiful landscapes on a **1,035-kilometre route**, from Marrakech to the gateway to the Sahara. Designed as a premium experience, Rallye Sirocco combines precision, discovery and immersion in Morocco's rich heritage.

◆ **A regularity rally in the heart of Morocco**

Rallye Sirocco is a regularity event in which crews must adhere to set average speeds and scheduled checkpoint times, rather than compete for outright speed. Four stages, six days and thirty participants will make up this inaugural edition, which is open to entrants without a motor racing competition licence. The rally rewards precision, consistency and the ability of each crew to work together in varied conditions.

◆ **A route through heritage and wide-open landscapes**

The rally will start in Marrakech, an iconic city where tradition meets modernity, before crossing the High Atlas towards Ouarzazate, the gateway to the desert and a landmark of Moroccan architectural heritage. Crews will continue to M'Hamid El Ghizlane, at the edge of the Saharan dunes, before heading north through Zagora and the Drâa Valley, one of the world's largest oases. The route will then pass through Foug El Oued and Taznakht, renowned for its Berber crafts, before reaching the Ksar of Aït Ben Haddou, a UNESCO World Heritage Site. This loop will offer a distinctive immersion in Morocco's landscapes, culture and hospitality.

◆ A fully integrated premium experience

Each crew will receive an all-inclusive package featuring the official **MG ZS Hybrid+** vehicle, fuel, accommodation, meals, cultural activities, official clothing and all event logistics. Crew tracking and safety support rely on **Sirocco Tracker, built on top of Teltonika hardware. Sirocco Map** complements the event's digital tools. Timing, regularity calculations and real-time standings are handled separately through the rally's regularity system.

◆ A humanitarian commitment to 323 students

Rallye Sirocco has a concrete humanitarian mission: its initiatives target **323 students, including 112 in M'Hamid El Ghizlane and 211 in Aït Ben Haddou**. Part of the participation fees will fund these humanitarian and social initiatives. Through this commitment, the organising associations aim to promote responsible tourism, showcase the regions visited and combine a passion for motoring with tangible support for students in these two communities.

◆ About Rallye Sirocco

Rallye Sirocco is a premium regularity rally with a humanitarian mission in Morocco, organised by two non-profit associations: **ASACM** and the **Association de la Jeunesse Marocaine en France (AJMF)**. **MG is the Title Partner**. The **Fédération Marocaine des Véhicules Anciens** (Moroccan Federation of Vintage Vehicles) and the **Association de la Jeunesse Marocaine à Toulouse (AJMT)** support the event. Edition I takes place from 18 to 23 December 2026 and is limited to 15 crews, or 30 participants.

PRESS CONTACT AND REGISTRATION

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ORGANISATION AND PARTNERS

