PRESS RELEASE

FOR IMMEDIATE RELEASE
CASABLANCA · 14 NOVEMBER 2026
FIRST EDITION · 18–23 DECEMBER 2026

THE BREATH OF MOROCCO

Rallye Sirocco 2026

A Moroccan regularity rally initiative with an international outlook

From 18 to 23 December 2026, the inaugural Rallye Sirocco will bring together **16 international crews** over approximately 1,035 kilometres, between the High Atlas and the gateway to the Sahara. Conceived and developed in Morocco, this not-for-profit regularity rally combines sporting rigour, digital tools, cultural heritage and humanitarian action. **MG Motor Maroc** is the event's Title Partner.

16	1 035	323	4	6	6
CREWS	KM APPROX.	CHILDREN	REGULARITY SECTIONS	DAYS	ACADEMY MODULES

01 · A MOROCCAN AMBITION

A Moroccan ambition

On Saturday 14 November 2026, Rallye Sirocco is presenting the plans for its inaugural edition at the Automobile Club du Maroc to the media, institutional partners and automotive professionals. The event is jointly organised by the Association Sportive de l'Automobile Club Marocain (ASACM) and the Association de la Jeunesse Marocaine en France (AJMF).

The organisers aim to bring together expertise in sporting events, engineering and digital creation to develop an event conceived in Morocco. The initiative seeks to share skills, support tourism development and encourage international cooperation, with the ambition of building lasting national capabilities. It also aims to showcase Moroccan expertise in designing and organising automotive events with international reach.

> *"Our ambition is not simply to organise a rally. It is to help build something greater than ourselves: an initiative that can grow, pass on skills and demonstrate that Morocco can be not only a host for major automotive events, but also a country where they originate."*

ABDELOUAHED ETTOUBAJI
Director of Rallye Sirocco and President of ASACM

> *"Our role is to give the media the means to understand this initiative and tell the stories of the people building it. Rallye Sirocco embodies a Moroccan ambition that we want to share with clarity and sincerity."*

DOUNIA CHRISTINA
Director of Public Relations — Rallye Sirocco

02 · THE ROUTE

From the Atlas to the gateway to the Sahara

After arriving in Marrakech on 18 December, the crews will cross the High Atlas via the Tizi n'Tichka pass to reach Ouarzazate on 19 December, then M'Hamid El Ghizlane on 20 December. On 21 December, they will travel through Zagora, Foum Zguid and Taznakht before reaching Aït Ben Haddou. The return to Marrakech is scheduled for 22 December, followed by the official closing ceremony on 23 December.

Over these six days, the sporting experience will also offer an opportunity to explore the central and southern regions of the Kingdom of Morocco. The route connects landscapes and heritage sites that give the event its distinctive character, while introducing participants to local cultures and traditions.

03 · THE DISCIPLINE

Precision at the heart of performance

Regularity rallying rewards accurate timing and adherence to prescribed average speeds. Crews must follow their roadbook precisely and coordinate navigation, strategy and driving. Four regularity sections, speed checks and a penalty system will determine the sporting classification. The entire route will follow paved roads open to traffic, in strict compliance with road traffic laws, with no speed racing or off-road stages. This discipline demands individual concentration and effective communication within each crew.

The **16 international crews**, including participants from Morocco, France, Spain and Iraq, will be provided with **MG ZS Hybrid+** vehicles by the organisers through the partnership with **MG Motor Maroc**. This choice aims to limit mechanical differences, allowing crew precision and cohesion to play a central role. The organisers' fleet will also include vehicles dedicated to coordination, logistics, assistance and route monitoring.

04 · TECHNOLOGY AND LEARNING

Developing tools and sharing knowledge

The team is developing digital tools to centralise sporting data and facilitate operational coordination. Onboard geolocation will allow race control to track the vehicles, with position updates planned at one-second intervals. A public map will show their progress with a delay of approximately fifteen minutes. Crews will also have access to a portal bringing together essential information, educational resources and a preview of the roadbook.

> *"What brings us together should also benefit those we meet. We want this adventure to create lasting bonds, long after the cars have passed. Sharing what we learn and opening the way for others is another way to give meaning to the journey."*

KHALIL BELFQIH
Marketing and Communications Director — Rallye Sirocco

Available online through the participants' portal, the **Sirocco Academy** offers six modules covering, among other subjects, the principles of regularity rallying, roadbook reading, sporting procedures and essential safety rules. It aims to give participants a common foundation of knowledge, regardless of their experience. This educational approach seeks to make the discipline more accessible and nurture new talent in Moroccan motorsport.

05 · HUMANITARIAN COMMITMENT

A humanitarian programme for 323 children

The humanitarian programme plans to support **112 children** in M'Hamid El Ghizlane on 21 December and **211 children** in Aït Ben Haddou on 22 December, a total of **323 beneficiaries**. Planned distributions include school supplies, books, backpacks, pencil cases, clothing and accessories for cold weather, oral hygiene kits, and educational and recreational materials.

Le Bouquin Volant, Association Joy and Rotaract de l'Université Internationale de Rabat are among the associations and contributors supporting the programme. The organisers aim to make solidarity a lasting commitment, linking each edition to practical, measurable actions for the communities concerned.

> *"Behind our rally's 1,035 kilometres are 323 more reasons to set off. We want the children we meet to be more than spectators as we pass through. We want them, too, to receive something lasting from this adventure: books, materials, care and, above all, the certainty that they matter."*

AZIZA RIM
Head of Humanitarian Initiatives — Rallye Sirocco

06 · LASTING COOPERATION

Building lasting cooperation

Under the direction of Abdelouahed Ettoubaji, the project brings together sporting, technical, creative, strategic and humanitarian expertise. It benefits from the support of the Automobile Club du Maroc and the Fédération Marocaine des Véhicules Anciens, alongside the commitment of **MG Motor Maroc**, other partners, professionals and volunteers.

The organisers envisage further automotive experiences in the coming years, a broader range of disciplines and expanded international collaboration. This first edition is intended to lay the foundations for a long-term undertaking built on learning and strengthening Moroccan expertise. The rally also aims to provide a setting for cooperation between Morocco and the wider world. Encounters between crews, institutional stakeholders and partners should help extend the sporting experience and inspire new initiatives.

> *"We do not simply want Morocco to host great automotive adventures. We also want it to master the tools, technologies and methods behind them. Rallye Sirocco is our way of showing that a Moroccan initiative can develop its own vision, make it a reality and give it international reach. The success of our first edition will not be measured at the finish line alone. It will be measured by what we have built together, the aspirations we have inspired and the doors we have opened. We want the first breath of Rallye Sirocco to mark the beginning of a story that future generations will continue to write."*

MOHAMED ETTOUBAJI
Technical and Creative Director — Rallye Sirocco

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Official images, further information and interview requests are available through the press office.

TITLE PARTNER MG Motor Maroc