



WE ARE COMPETITORS THAT STAND OUT WHAT WE WANT IS TO :

1. Demonstrate that small and medium sized enterprises are dynamic!

As industrial small and medium sized business managers, we both needed to find an original way to **demonstrate that SME's are dynamic.**

In fact, as SME's are little known by the public and generally not much recognised, people tend to focus on their small size rather than on their strong potential to create employment and riches.

The know-how of SME's is often coveted by major companies as these businesses are incredibly reactive and flexible.

Our purpose is to demonstrate that in our organisations that are close to people, we can set to ourselves ambitious and challenging objectives.

2. Test our products, demonstrate our manufacturing quality!

The Dakar race still **is a fantastic testing ground and a global showcase for our products.** Being given the opportunity to test our retail modules and deep fryers under extraordinary circumstances will enable us once again to demonstrate the quality of our production. This is a true guarantee of quality for our future customers.

3. Promote our "chip vans" – a key element of our local heritage!

The "Dakar" rally is an event that is given a lot of media coverage and where we can defend **the heritage of our fantastic region** before a panel of journalists from all over the world. We intend to make our contribution to the fight to defend **mobile chip shops**, which are often pointed at accusingly and whose future is periodically challenged.

4. Show that it is possible to drive four-wheel drive vehicles and preserve the environment, while keeping up the pace of a race!

This race running over more than 9,500 Km is just perfect to demonstrate that even if we partly **drive** using **vegetable oil**, we can keep up the infernal pace of the long-distance rally considered as the most difficult in the world.

5. Pay back € 1/Km for the "Clowns of Hope" – SME's are kind-hearted!

And, as everybody knows, **SME's have a heart of gold.** With the support of all our sponsors, we will give € 1 for each Km driven to the association called the "Clowns of hope", so they may intensify their actions with children in hospitals in the Nord Pas de Calais region in France.