

L'Organisation

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Inaugurated in 1997 by **Désertours**, the Raid 4L Trophy TM is organised in partnership with students from the

organiser
ours.com)

ESC Rennes □ **Désertours: The**

www.desertours.com



‘Désertours has been the leading French organiser of rally adventures for the last 20 years. The company is based in St-Jean-de-Luz and has been run by the racing driver and motorcyclist Jean-Jacques Rey since its creation in 1985. The 12th event will take place against the sumptuous backdrop of the Moroccan south. The 4L Trophy TM is a continuation of the great tradition of African rally adventures such as the Paris-Dakar. The objective is to cover each stage of the rally with a road-book, a map and a compass, while passing through all the checkpoints. Driving fast is not at all the point and is to be avoided. The positional rankings are based on a combination of mileage and navigational skills, as well on numerous other challenges, such as the ability to negotiate dunes and slopes.’

Jean-Jacques REY, Managing Director of Désertours.

The ESC Rennes School of Business: The coordinator www.esc-rennes.fr)



‘ESC Rennes School of Business has been actively involved in the 4L Trophy TM for years, because the event embodies the values of our school - the international mix of students, their diversity and their enterprising spirit.

The project also concords with our educational aims - in organising this amazing expedition, students come into contact with other cultures, they manage a large-scale project and they develop their sense of responsibility. It is also an opportunity to highlight the humanitarian credentials of major business schools. »

Olivier APTEL, Director of the ESC Rennes School of Business.

Raid 4L Événement



Yves Marie ROIGNANT (Partner Liaison Officer) and Virginie DUBRAY (Team Liaison Officer) are the two students in charge of the association for this 12th event.

'Raid 4L Événement operates just like a small company, with 40 students working for a year on the organisation of the event. Consisting of 4 departments (Team Liaison, Departure Village, Partnerships and Technical), the association is now an important player on the French student scene.

The strength of the 4L Trophy TM lies in its uniqueness. It is an event organised by students and desert experts which allows schools, businesses and adventure lovers to come together around shared values - team spirit, conviviality, solidarity, mutual aid and giving one's best.' The Raid 4L Événement team.