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BFGoodrich® Tires announces return to the Dakar Rally

Tire maker continues its quest for a 'global domination of dirt' as the Official Tire of Dakar

BFGoodrich Tires, the brand that created the first radial all-terrain tire in 1976 and has proven its off-road racing mettle with victories around the globe, is set to return to the 2017 Dakar Rally as the official tire supplier of the Dakar Rally.

When the Dakar Rally kicks off in Asunción, Paraguay in January, BFGoodrich Tires will be back on competitors' vehicles on a large scale for the first time since 2012. In addition BFGoodrich will roll out the BFGoodrich Dakar Service Center, through which competitors will benefit from 24/7 technical expertise. The rugged terrain and unpredictable elements that racers face over two weeks and more than 5,000 miles of punishing competition across three countries is exactly the sort of proving ground that BFGoodrich seeks.

Michelin and BFGoodrich Motorsport Director, Pascal Couasnon said: "BFGoodrich has a long-tenured racing heritage and we're excited to continue our global involvement in racing in the dirt with our official return to the Dakar Rally. Cross-country rally racing is a distinct challenge and this race features some of the most complex terrains on the planet. As with other forms of racing where BFGoodrich competes, our commitment stays the same in this discipline. We continue to use all the technical information we learn in racing laboratories around the world to develop new technology and constantly improve our products while taking on the toughest conditions on Earth."

The BFGoodrich tires used for the 2017 Dakar Rally will include products raced and tested across the globe:

BFGoodrich All-Terrain KDR2: A uniquely constructed race tire specifically created for cross-country rally racing. Sharing similar characteristics with the BFGoodrich Baja T/A® KR2, this tire is designed to be lighter and sports a new tread pattern. The tire is tuned for the increased handling demands of lighter-weight vehicles. It is designed specifically for the Peugeot and Toyota Gazoo Racing team in Dakar.

BFGoodrich All-Terrain KDR: Similar to the KDR2, this tire delivers grip on all types of terrain, along with driving comfort and greater braking stability. The tire is designed to withstand the extra sidewall abuse found specifically with four-wheel-drive vehicles such as those raced by the Toyota/Overdrive, Mini X-Raid and Mini ALL4 teams.

BFGoodrich Baja T/A KR2: The tire that has dominated Baja deserts also helps racers in the two-wheel-drive buggies at Dakar. Its tread is designed to deliver maximum traction on soft ground, extreme protection against sidewall damage and balanced braking and cornering performance.

The company will equip roughly 300 vehicles competing in Dakar with race tires designed and constructed to withstand the punishment of the terrain. This technology is then transferred to the brand's consumer tires, which share similar compounds and casings with the competition tires.

That hard-learned and hard-won "know how" migrates from BFGoodrich race tires to acclaimed consumer tires like the All-Terrain T/A® KO2 which is designed for durability and extreme traction.

The Dakar Rally may be the world's most grueling innovation lab, but BFGoodrich Tires races to win, not just to learn. With the first class victory in the Paris Dakar in 1993, BFGoodrich followed with a dozen overall Dakar victories, including 10 straight wins from 2002 to 2012:

- **1993:** BFGoodrich wins FIA Off Road Rally World Cup 2WD Championship with Jean-Louis Schlesser and class win at Paris Dakar Rally
- **1999 – 2000:** BFGoodrich wins the Dakar Rally with John-Louis Schlesser
- **2002 – 2003:** BFGoodrich wins the Dakar Rally with Hiroshi Masuoka in a Mitsubishi Pajero
- **2004:** BFGoodrich wins the Dakar Rally with Stephane Peterhansel in a Mitsubishi Pajero, sweeping 1st, 2nd and 3rd place
- **2005:** BFGoodrich wins the Dakar Rally with Stephane Peterhansel in a Mitsubishi Pajero
- **2006:** BFGoodrich wins the Dakar Rally with Luc Alphand in a Mitsubishi Pajero / Montero Evo
- **2007:** BFGoodrich wins the Dakar Rally with Stephane Peterhansel in a Mitsubishi Pajero/ Montero Evo
- **2009:** BFGoodrich wins the Dakar Rally with Giniel de Villiers in a Volkswagen Touareg
- **2010:** BFGoodrich wins the Dakar Rally with Carlos Sainz in a Volkswagen Touareg
- **2011:** BFGoodrich wins the Dakar Rally with Nassar Saleh Al-Attiyah in a Volkswagen Touareg
- **2012:** BFGoodrich wins the Dakar Rally with Stephane Peterhansel in a Mini Cooper

About BFGoodrich® Tires

With more than 100 years of heritage, BFGoodrich® Tires is dedicated to providing high performance tires for those who have a passion for driving in virtually any environment. Combining technical expertise with 45 years of motorsports experience, BFGoodrich Tires delivers tires for a full range of driving experiences from ultra-high performance street to off-road terrain with one common theme – extreme performance. Come upgrade your performance with BFGoodrich and see where our tires can take you at www.BFGoodrichTires.com, on Facebook at [www.Facebook.com/BFGoodrichTires](https://www.facebook.com/BFGoodrichTires) or on Twitter at [@BFGoodrichTires](https://twitter.com/BFGoodrichTires).

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