



GLOBAL DOMINATION OF DIRT: BFGOODRICH RETURNSTO THE DAKAR RALLY

Most laboratories are clean. Not ours. The dirt is our lab, where we innovate through motorsports – like the Dakar Rally. Known for its complex terrain and ever-changing conditions, the lessons learned from off-road racing influences the development of the tires we make to help you extend our Global Domination of Dirt to your local trail, track or back-road.

ABOUT THE DAKAR RALLY

2017 marks the
**39TH
EDITION**
of the Dakar Rally
Dates: January 2-14, 2017

The route traverses
**THREE
COUNTRIES**
Paraguay, Bolivia and
Argentina



The race features
**FOUR
CATEGORIES:**
Motorbikes, Quads, Cars
and Trucks



BFGOODRICH AT DAKAR

12 BFGoodrich
Wins at Dakar



10 consecutive wins
from 2002 – 2012

2004 BFGoodrich swept
the field, taking 1st,
2nd and 3rd place

THE WINNING YEARS: BFGOODRICH CHAMPIONSHIP YEARS AT DAKAR*

1999 Jean-Louis Schlesser	2002 Hiroshi Masuoka	2004 Stephane Peterhansel	2006 Luc Alphand	2009 Giniel DE Villiers	2011 Nasser Saleh Al-Aktyiah
2000 Jean-Louis Schlesser	2003 Hiroshi Masuoka	2005 Stephane Peterhansel	2007 Stephane Peterhansel	2010 Carlos Sainz	2012 Stephane Peterhansel

BFGOODRICH® ALL-TERRAIN T/A® KO2. OUR TOUGHEST ALL TERRAIN TIRE. EVER.

Inspired by championship racing tires like the BFGoodrich® All-Terrain T/A® KDR2, used at Dakar, which features supreme toughness and unparalleled traction, BFGoodrich designed the All-Terrain T/A® KO2 with the same ruggedness and durability in mind.

Delivering up to 20 percent stronger sidewall¹, longer treadlife on and off-road², aggressive all-terrain traction in mud and exceeding RMA Severe Snow Traction performance requirements³, the BFGoodrich® All-Terrain T/A® KO2 is among BFGoodrich's elite off-road tires, extending their Global Domination of Dirt into your backyard.



* Dakar Rally Cancelled in 2008

1. Improvement depends on the size of the tire purchased. 20% improvement based on internal sidewall splitting test results derived from a simulated sidewall aggression testing machine (patent pending US20120245859A1) vs. BFGoodrich® All-Terrain T/A KO tire in size LT265/70R17. Actual on-road results may vary. 2. On-Road: Based on internal wear tests vs. BFGoodrich® All-Terrain T/A KO tire in size LT 265/70R17 Off-Road: Based on commissioned third-party gravel endurance tests vs. BFGoodrich® All-Terrain T/A KO tire in size LT 265/70R17. 3. Snow: Based on third-party snow traction tests vs. BFGoodrich® All-Terrain T/A KO tire in size LT 265/70R17 using the ASTM F1805- Test.. Mud Traction: Based on internal subjective mud testing vs. the BFGoodrich® All-Terrain T/A KO tire in size LT 265/70R17

