PRESS RELEASE

FOR IMMEDIATE RELEASE
CASABLANCA · 9 NOVEMBER 2026
EDITION I · 18–23 DECEMBER 2026

LE SOUFFLE DU MAROC

INAUGURAL EDITION · REGULARITY RALLY · HUMANITARIAN MISSION

Rallye Sirocco: a road written like a poem, a journey for *323 students*

From 18 to 23 December 2026, fifteen crews will follow the desert wind for 1,035 km, from the red walls of Marrakech to the golden dunes of the Sahara, to meet 323 students in M'Hamid El Ghizlane and Aït Ben Haddou.

Casablanca, 9 November 2026. Some rallies are measured in seconds. Rallye Sirocco will be measured in encounters, memories and the legacy it leaves behind. Organised on a non-profit basis by **ASACM** and the **Association de la Jeunesse Marocaine en France (AJMF)**, with **MG as Title Partner**, this premium regularity rally will hold its first edition from **18 to 23 December 2026**. Fifteen crews, thirty Siroccans, will cross the High Atlas passes, the palm groves of the Drâa Valley and the threshold of the Sahara, on a loop from Marrakech and back. Behind the roadbook lies a triple promise: to support **323 students** in two southern communities, to give Moroccan rallying **its own technology**, and to explore Morocco with a poet's eye and time to meet its people.

323	1,035	15	30	4	6
STUDENTS	KM OF ROAD	CREWS	SIROCCANS	RALLY LEGS	DAYS

01 · HUMANITARIAN MISSION

323 students at the heart of the road

The Sirocco route leads to more than landscapes. It leads to people. In **M'Hamid El Ghizlane**, where the asphalt gives way to dunes, 112 students are waiting. In **Aït Ben Haddou**, at the foot of an earthen ksar listed as a UNESCO World Heritage Site, another 211 await the crews.

Part of every crew's participation fee funds **school-supply kits** for these children. The handover will be personal: crews will step out of their cars, still carrying the dust of the desert, enter the schools and **meet the students face to face**.

Aziza Rim, Secretary General of ASACM and a figure of Moroccan motorsport for more than twenty-five years, leads the humanitarian programme. It is guided by four UN Sustainable Development Goals: quality education, good health and well-being, sustainable communities and partnerships. Association Joy and Moroccan Car Girls support the rally as partners.

TWO COMMUNITIES, ONE PROMISE

112	**M'HAMID EL GHIZLANE** *Where the road meets the dunes*
211	**AÏT BEN HADDOU** *In the shadow of a UNESCO ksar*

323 STUDENTS

> *"Behind the number 323, there are 323 faces, 323 dreams and 323 stories that are only beginning. We do not want to simply pass through these villages. We want to stop, sit with the children and show them that the road can also bring good things. That is the spirit I hope every crew will carry home."*
>
> **AZIZA RIM**
> Humanitarian Actions Manager, Rallye Sirocco · Secretary General, ASACM

A rally written like a poem

Before it had a starting line, Rallye Sirocco had a manifesto. In the spring of 2026, four co-founders, **Mohamed Ettoubaji, Khalil Belfqih, Dounia Christina and Mohamed Birouaine**, drew a line on a map, erased it and drew it again. Behind them stood the experience of Rally Director **Abdelouahed Ettoubaji**, President of ASACM, Paris-Dakar 2007 participant and a figure of Moroccan motorsport for more than forty years. On 2 May 2026, the idea found its name: *Sirocco*, the warm wind that crosses the Atlas, brushes the kasbahs and exhales over the Sahara.

Their open letter to future participants closes with three promises that shape every detail. The official rally plate, signed Le Souffle du Maroc, is a small work of art: red earth, Atlas green, desert gold and a Moroccan arch crowned with stars. Each participant becomes a Siroccan; each crew begins a journey for two. Days unfold as chapters, evenings gather around tea and music under the stars, and the route follows its own score, from mountain passes to palm valleys, from kasbahs to dunes.

I	II	III
MEET THE COUNTRY	**HONOUR THE JOURNEY**	**CARRY IT FORWARD**
Let Morocco, its culture and its communities be the heart of the experience.	*Care about the road between destinations as much as the arrival.*	*Build a rally that grows beyond its first names.*



KKUNY × RALLYE SIROCCO

TAGELDIT

The wind carries the scent of Morocco.

LIMITED EDITION · 19 NOTES

The journey has its own scent. With Moroccan perfume house **KKuny** and its founder, perfumer **Youssef Bouras**, the rally has created **TAGELDIT**, a limited-edition fragrance whose name means "kingdom" in Amazigh. Its nineteen notes trace the route, allowing a single breath to recall the landscape long after the last kilometre.

MARRAKECH *Orange blossom, neroli, leather*	OUARZAZATE & AÏT BEN HADDOU *Damask rose, almond, saffron*
ZAGORA & M'HAMID *Dates, mint, myrrh*	FOUM EL OUED & TAZNAKHT *Saffron, thyme, lavender*

THE WARMTH THAT REMAINS
Atlas cedar, amber

"There is a Morocco you can photograph, and a Morocco that stays with you long after you put the camera away. We built Rallye Sirocco for the second one. Yes, there will be precision and timing. But we wanted the places between the famous places to matter, and the people we meet to become part of the story. We have written the first pages. The rest will be written on the road."

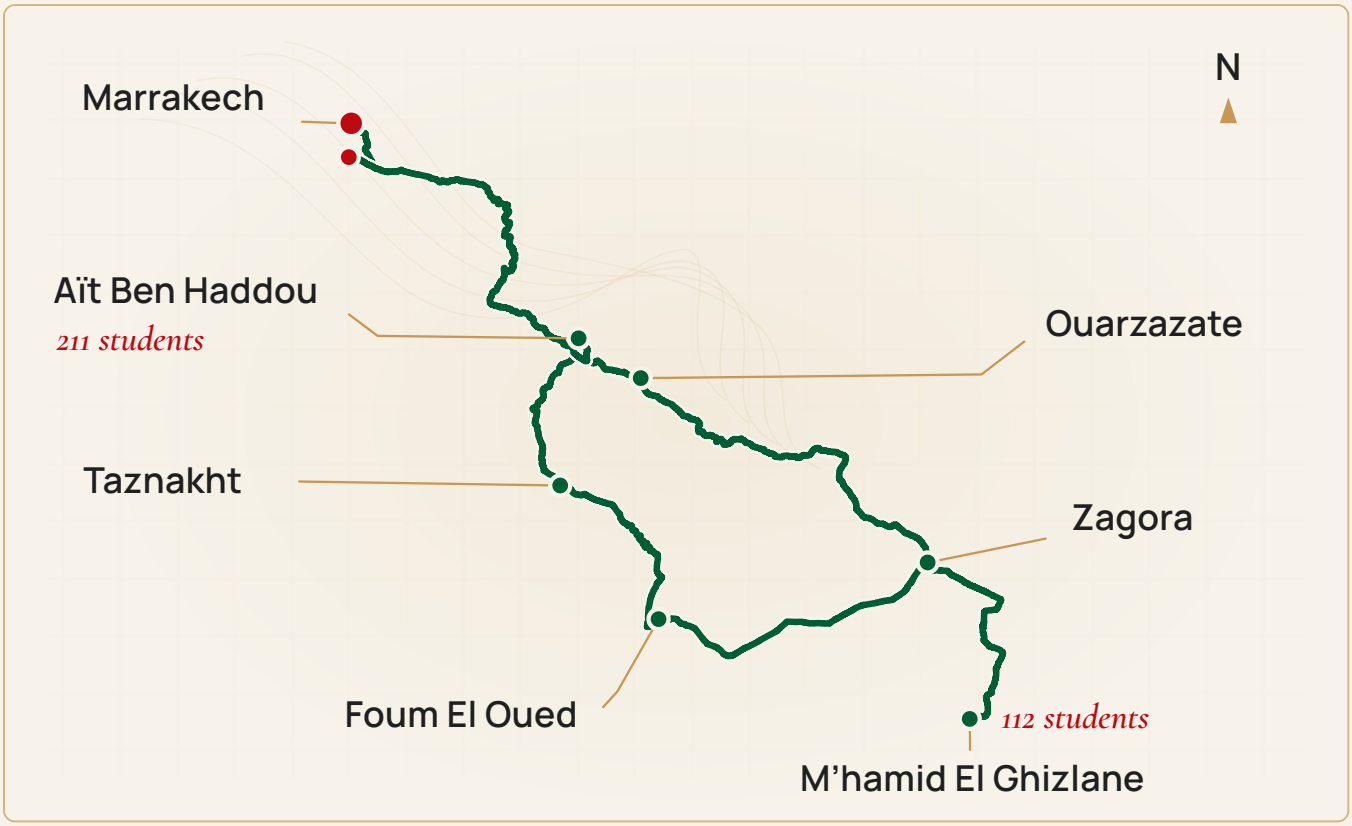
MOHAMED ETTOUBAJI
Co-founder and Technical Director, Rallye Sirocco

"Every open door begins with a person. Rallye Sirocco was born between Toulouse and Casablanca, between a diaspora and its homeland. It is a bridge, and this December thirty Siroccans will cross it together. They will bring back much more than photographs: friendships, emotions and a Morocco they will want to share."

DOUNIA CHRISTINA
Co-founder and PR Director, Rallye Sirocco · Secretary General, AJMT

Six days, six chapters

The 1,035 km loop unfolds like a story, with each day opening a new chapter.



18 DEC — PROLOGUE
Marrakech
Medina light, the souks at dusk and an opening reception before the first briefing.

19 DEC — CHAPTER I — 219 KM
Marrakech → Ouarzazate
The climb to Tizi n'Tichka, the stone villages of the High Atlas and a cinematic arrival at the gateway to the desert.

20 DEC — CHAPTER II — 252 KM
Ouarzazate → M'Hamid El Ghizlane
The Drâa Valley and its palm groves, then a 4x4 sunset in the dunes, mint tea and local music under the stars.

⚙ 112 STUDENTS

21 DEC — CHAPTER III — 374 KM
M'Hamid → Aït Ben Haddou
The longest day, via Zagora and Foum El Oued: southern horizons, carpets and saffron in Taznakht, then the ksar of Aït Ben Haddou at nightfall.

⚙ 211 STUDENTS

22 DEC — CHAPTER IV — 190 KM
Aït Ben Haddou → Marrakech
One last measured drive across the Atlas, then trophies and emotion at the closing ceremony.

23 DEC — EPILOGUE
Marrakech
A soft farewell at sunrise, and perhaps one last Sirocco surprise, carried by the morning wind.

⚙

"In more than forty years of motorsport, I have learned that the desert rewards patience, not haste. A regularity rally asks crews to be precise, calm and united. This first edition asks one more thing of them: to leave a trace. When a crew walks into a school with supplies in hand, that is the most important checkpoint of the week."

ABDELOUAHED ETTOUBAJI
Rally Director · President of ASACM · Director of FMVA

04 · THE FORMAT

Precision over speed

Rallye Sirocco is a regularity rally, not a speed race. Crews follow a roadbook and maintain set average speeds between timing points. Early and late arrivals both incur penalties: consistency decides the winner. No racing licence is required. A Category B driving licence, a co-driver and a shared rhythm are enough.

Each two-person crew receives an all-inclusive package: the official **MG ZS Hybrid+** rally car, fuel, selected hotels and a desert bivouac, all meals, cultural activities, official clothing, trophies and full event logistics. The MG HS Hybrid+ supports the organising team behind the scenes. Participation is 24,000 MAD (€2,400) per crew of two, with part of each fee funding the humanitarian programme.

05 · TECHNOLOGY

Building Morocco's rally technology

Rallye Sirocco aims to leave a second legacy beyond December: **a technological infrastructure for Moroccan rallying, designed and built in Morocco**. For this first edition, the team has developed its own digital tools to track, protect and rank every crew, with the ambition of supporting the rallies of tomorrow.

Sirocco Tracker

Live crew tracking and safety support, built on Teltonika hardware.

Sirocco Map

A dedicated digital map of the route, completing the event's tools.

Regularity system

Timing, regularity calculations and live standings, handled separately.

Leaderboard & crew portal

The official classification online, stage by stage, and a private space for crews.

06 · IN THE PRESS

A story that has already travelled

With the start approaching, Rallye Sirocco's press review brings together **33 publications from 11 countries in four languages**. From Octane Magazine in the United Kingdom to L'Opinion and Hadat Press in Morocco, the coverage spans news articles, published press releases, and event listings in print and online.

About Rallye Sirocco

Rallye Sirocco is a premium regularity rally with a humanitarian mission in Morocco. Co-founded by Mohamed Ettoubaji, Khalil Belfqih, Dounia Christina and Mohamed Birouaine, it is directed by Abdelouahed Ettoubaji and organised on a non-profit basis by **ASACM** (Association Sportive de l'Automobile Club Marocain) and **AJMF** (Association de la Jeunesse Marocaine en France), with support from the **Fédération Marocaine des Véhicules Anciens (FMVA)** and the **Association de la Jeunesse Marocaine à Toulouse (AJMT)**. **MG is the Title Partner**. Medousa Car, Teltonika and KKuny are partners of this first edition, limited to 15 crews and 30 participants.

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Interviews, images and accreditation on request.

ORGANISATION AND PARTNERS

ASACM — Organiser

AJMF — Organiser

FÉDÉRATION MAROCAINE AUTOMOBILES ANCIENNES — Support

AJMT — Support

TITLE PARTNER MG

PARTNERS · MEDOUSA CAR · TELTONIKA · KKUNY

The road will remember the wheels.
We will remember the people.