

May 24 - 29, 2026
San Juan - San Rafael - San Juan



Media Regulations

Summary

General condition	Page 3
Permanent Accreditation Team Representative	Page 7
Permanent Accreditation for Media	Page 10
Press Cars	Page 13
Daily Accreditation	Page 17
Use of images and video Drones	Page 19

General Conditions

Desafío Ruta 40 will be held from May 24-29, on the territories of San Juan, San Rafael (Mendoza) and San Juan, in Argentina.

Media Accreditations

There are 2 types of accreditations:

- **Permanent Accreditation:** Media or Team representative wishing to follow the whole rally transported either by press car, team's vehicle or organization from May 24-29.
- **Daily Accreditation:** For all media representatives (journalists and/or photographers) wishing to come for one up to three stages.

Opening date of permanent accreditations: February 12, 2026

Opening date of daily accreditation: April 22, 2026

Closing of Permanent Accreditations: May 12, 2026

Closing of Daily Accreditations: May 20, 2026

Accreditation and Media bibs

In the Media Center, accreditation (badge and/or wristband, as applicable) and a bib (only for permanent accreditation) will be distributed.

Accreditation must be worn visibly to access and move around the bivouac, the Media Center, the catering area and all competition facilities.

The bib must be worn all the time to access the Administrative and Technical Scrutineering areas, at the Special Stage, as well as in DSS and ASS, in the Mixed Zones, the bivouac, and the start and finish podium.

Media Briefing

Prior to the start of the competition, there will be a mandatory Media Briefing for all media representatives, where general guidelines for behavior will be explained, as well as how the Photo Points will work and general concepts of the race.

In addition, during the race, there will be a daily Briefing (optional) where valuable information will be provided about the Photo Points available for the next stage.

Photo Points

Photo Points will only be delivered daily, at 20hs (or when it's possible due to sporting reasons).

Photo Points will only be delivered for photographers and cameras with Permanent Accreditations.

Media attending to the Photo Points must enter to the Points at the latest, one hour before the start of first competitor at the Special Stage.

In the interests of sporting equity, Media Team Representatives cannot have the same level of access as independent members of the media and will be all times subject to the same rules imposed by the FIA and FIM relating to team assistance personnel. However they will benefit from the information for daily access to the DSS and ASS, and must wear a media bib while on site.

Except with the prior written consent of the Organizer, Media Accredited Persons are prohibited from reproducing in any of their media or to share with other media, teams and general audiences the content of the Photo Points. Failure to comply with this point will result in the immediate exclusion of the person(s) involved.

Media Center

Fully equipped Media Center (tables, chairs, lights, electrical plugs, internet wired connections for photographers duly accredited, etc) will be available in all the bivouacs.

The Media Center will be only available for Media Permanent Accreditation holders.

Access to Internet will be provided by organization. Internet will be available at Media Center daily, from morning to 10pm.

Neither the organisation nor the internet provider will supply computers or printers. All journalists and media team representatives must provide their own equipment, which must be insured.

Media Center opening time:

May 23: 9-17hs

May 24 to May 29: 9-21hs

(Opening times can change according to logistics reasons)

Information available

All press information will be available and released by the press department in Spanish and English: Race news, competitors' positioning during the Special Stages, classifications, retirements, press releases, interviews. Information will be posted on the website and/or in Sportity, accordingly.

Transmissions

A Wi-Fi system will be available at the Media Center, only reserved to Media Permanent Accreditations. Media with specific needs please contact the Desafío Ruta 40 Media Department at: prensa@maseventos.com.ar

Obligations and behavior

Media accreditations are reserved for persons over 18 years old only.

Media accredited persons must behave in a professional manner at all times. Any irregular behavior, disrespect, violence and/or drunkenness that may hinder the work of the organization, competitors or other media colleagues, or

that may put the person or third parties in danger, will result in immediate withdrawal of accreditation. In addition, a fine of \$1000 dollars will be imposed on the person, media and/or team for each act and/or irregularity.

Any fines imposed must be paid within 24 hours

Accommodation and catering

Bivouacs will be located close to the cities of San Juan and San Rafael. Media representatives who wish to stay in a hotel can easily make their own reservations or book through the official travel agency (see the section on the website: www.desafioruta40.ar/accommodation/).

It will also be possible to sleep in an individual tent (not provided by the organisation) at the camps.

Catering at bivouac is NOT included in ALL Permanent Accreditation from May 24 to 29.

People with Daily Accreditations will NOT be able to benefit from bivouac catering, nor will they be able to sleep at bivouacs.

PERMANENT ACCREDITATION MEDIA TEAM REPRESENTATIVE

**ACCREDITATION FEE: €1.100 before March 16. After March 17,
€1.200**

By team representative it is considered press officers, CM, dedicated photographers or cameraman of a team. Please complete the form available at www.desafioruta40.ar and send the required documentation by May 12.

The organization reserves the right to accept or refuse any request for accreditation.

This includes:

- ✓ Access to media documentation such as Media Guide, Rally Guide, etc.
- ✓ Access to Media Center
- ✓ Access to interviews area
- ✓ Access to Prize Giving ceremony
- ✓ Breakfast, daily ration and dinner (for every regularly registered person)
- ✓ At the bivouac, access to the camping area with bathrooms and showers

This does not include:

- Flight to and from / to San Juan
- Accommodation during the rally in San Juan and San Rafael
- Travel expenses
- Fuel
- Transportation from San Juan-San Rafael-San Juan from May 24-29
- Phone calls
- Tent and sleeping bag to sleep on the bivouacs.
- Visa expenses (if any)
- Rental or purchase of satellite phone (optional)
- Insurance (which is highly recommend)

Attention: In the interests of sporting equity, Media Team Representatives cannot have the same level of access as independent members of the media and will be all times subject to the same rules imposed by the FIA and FIM relating to team assistance personnel.

However they will benefit from the information for daily access to the DSS and ASS, and must wear a media bib while on site.

To apply for this accreditation it must be completed the corresponding form that can be downloaded online from the rally's website (www.desafioruta40.ar) and, in addition, send the following complementary documentation by mail to prensa@maseventos.com.ar :

- Formal letter from the Team Manager on letterhead, which must include the name and functions of the persons to be accredited.
- Samples of press material from other coverage of the Desafío Ruta 40, Dakar Rally, W2RC World Championship or similar.
- Desafío Ruta 40 2026 coverage plan detailing what content will be produced and where it will be published.

In the case of photographers will have to::

- Send samples of photographs of rally or sporting event coverage published in mass media (not in Social Media) or in media actions/events hosted by the team.

In case of driving a media car, the following information must be sent:

- Copy of driver's license
- Copy of the car insurance valid for Argentina

Only media accredited representatives are allowed to be at the media car.

In order to collect the accreditation, it is mandatory to:

- Provide details of the press vehicle (model, make, registration number, etc.)
- Provide information on all occupants of the vehicle

For safety reasons, each media car must have at least **two** occupants all the time.

Attention: Media car can get accredited free of charge.

Only media accredited representatives are allowed to be at the media car.

Exception: In the case the media car to be accredited by a Media Team representatives is the only accredited car of the team (not including the competition car), the accreditation fee for the Media Car will be equal to the fee of the Assistance Car.

In the case that the person is being transported in a team assistance car, the details of the car must be provided.

Attention: In the case of transportation in an assistance car, it will not be possible to access the Photo Points provided by the organization and may only go to DSS and/or ASS according to the criteria of the sporting regulations of the race and championship, or when authorized by the Race Direction in the competitors' briefing.

Applications will be received until May 12. After this date, it will no longer be possible to submit an application for accreditation.

Organizers will confirm permanent accreditation before May 18

PERMANENT ACCREDITATION: MEDIA OUTLETS

ACCREDITATION FEE FOR MEDIA: Free of charge

Media wishing to access for a Permanente Accreditation must complete the form available at www.desafioruta40.ar and send the compulsory documentation before May 12.

The number of individual accreditations is limited per media and cannot exceed:

- For television channels: no more than 5 people.
- Radio, print media and Internet: no more than 3 people.

The organization reserves the right to accept or reject any request for accreditation.

This accreditation includes:	This accreditation does not include:
<ul style="list-style-type: none"> ✓ Access to media documentation such as Photo Points, Rally Guide, etc. ✓ Access to Media Center ✓ Access to Prize Giving ceremony ✓ Access to the Media Zone ✓ At the bivouac, access to the camping area (only for sleeping tents) 	<ul style="list-style-type: none"> ● Flight to and from San Juan ● Accommodation during the rally in San Juan y San Rafael (Mendoza). ● Meals in bivouacs (However, It's possible to purchase a dedicate brazalete) ● Travel expenses ● Fuel ● Transportation during San Juan-San Rafael-San Juan from May 24-29 ● Phone calls ● Tent and sleeping bag to sleep on the bivouacs. ● Visa expenses (if any) ● Rental or purchase of satellite phone (optional) ● Access to RoadBook ● Insurance (which is highly recommend)

To apply for the Permanent Accreditation, each media or photo agency must complete the corresponding form that can be downloaded online from the rally's website (www.desafioruta40.ar) and, in addition, send the following complementary documentation by mail to prensa@maseventos.com.ar prensa@maseventos.com.ar :

- Formal letter from the Director of the media or Editor-in-Chief on letterhead, which must include the name and functions of the persons to be accredited.
- Samples of press material from other coverage of the Desafío Ruta 40, Dakar Rally, W2RC World Championship or a similar major sport event.
- Desafío Ruta 40 2026 coverage plan detailing what content will be produced and where it will be published.

In the case of photographers must be:

- Send samples of photographs of rally or sporting event coverage published in mass media (not in social media).

In case of driving a press vehicle, the following information must be sent:

- Copy of driver's license
- Copy of the car insurance valid for Argentina

In order to collect the accreditation, it is mandatory to:

- Provide details of the press vehicle (model, make, registration number, etc.)
- Provide information on all occupants of the vehicle

For safety reasons, each media car must have at least **two** occupants all the time.

Attention: Media car can get accredited free of charge.

Only media accredited representatives are allowed to be at the media car.

Facebook pages or Social Media accounts, will not be considered as media.

Applications will be received until May 12. After this date, it will no longer be possible to submit an application for accreditation.

Organizers will confirm permanent accreditation before May 18.

Media Cars

Fee

Media cars can get accredited free of charge.

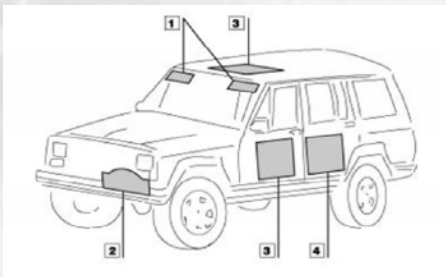
Only people accredited as media can use Media cars.

A minimum of 2 people must be at the Media car all the time.

Unless the media car to be accredited by members of a competition team's media is the only accredited car for the team—not counting the competitor's car. In such cases, the accreditation fee of the media car will be the same as for an Assistance car.

Identification

Media cars will be provided with rally stickers by the organisers. This will allow them to follow the rally route and/or access to dedicated parking areas and bivouacs, as appropriate.



Itinerary

For safety reasons, Media Cars will only be allowed to go to Photo Points shared by organization. They may in no case drive on the race route or in the opposite direction, except upon exceptional authorization of the organizers. Not respecting this rule will lead to the withdrawal of the accreditation (removal of stickers).

The Media car will thus not be allowed to enter the bivouacs, neither to transport persons not accredited on the rally. According to the circumstances

of the infringement, accreditations of the passengers entered in this vehicle may be withdrawn as well, even if these persons were not inside the vehicle during the infringement.

Important: in order to access to the Photo Points, it's mandatory to enter the Special Stage at the latest one hour before the start of the first competitor. Media cars will not be allowed to enter after that time.

To take pictures or to film, media must park several meters from the track where will not obstruct the passage of the competitors.

Attention: In the interests of sporting equity, Media Team Representatives cannot have the same level of access as independent members of the media and will be all times subject to the same rules imposed by the FIA and FIM relating to team assistance personnel. However they will be benefit from the information for daily access to the DSS and ASS, and must wear a media bib while on site.

Driver's general code

Vehicles and persons registered in press cars are obliged to behave with respect and courtesy on the road and towards:

- The population of the provinces crossed
- The other competitors
- The members of the organization.

Any impoliteness which is proven will be subject to a penalty of USD 500.

Traffic / Speed

Throughout the entire Event, press cars must strictly observe the traffic laws of Argentina and provinces crossed, as well as road signs. In the case of infringement and police control, crews will be fully responsible for the facts they have been arrested for. Any fines will be combined with penalties for non-compliance with the speed limits.

In Argentina all vehicles must drive with lights on, at any time.

Radar controls will be carried out along the itinerary by local police forces.

The registration plate must be affixed at the front and at the rear of the vehicle and the number must be legible.

All crews not respecting the traffic laws of Argentina or provinces crossed (driving at an excessive speed or behaving in a dangerous manner, etc) and which are subject to a police report risk penalties up to exclusion

Speed at Bivouac / town

It is forbidden to, under risk of penalty up to and including exclusion:

- Drive at excessive speed (more than 30km/h) within the bivouac area.
- Drive dangerously in the area of the bivouac or in stage towns where local speed limits must be respected).

Alcohol driving: No tolerance at all!

Journalists settle themselves their problems with the traffic police of Argentina. It is necessary to take into account that for malicious infringements of traffic regulations (driving in a drunken state, driving on a lane of oncoming traffic in the places forbidden for this purpose, infringement of overtaking rules etc.), the Argentinian legislations provide strict sanctions up to arrest and imprisonment. Penalties of the State Traffic Safety Inspectorate and Desafío Ruta 40 organization are not interconnected.

Respect sensitive area

It is forbidden to leave wheels or punctured or damaged tyres on the itinerary of the route. Any crew caught disobeying this rule will be penalized USD 1.000 per tyre or wheel. Repeat offending will result in penalties up to and including exclusion.

Non respect of regulations

Failure to respect the regulations in any way by any accredited person, will automatically lead to his/her exclusion from the event. This could lead to the exclusion of the entire crew (all occupants of a same vehicle).

Assistance / Service to a competitor

A person having a Media Accreditation for the Desafío Ruta 40 (except if entered in a service vehicle) is not allowed to help in whatever manner a competitor of the race: Transporting spare parts, giving fuel, transporting bivouac material, helping out on with mechanical problems, etc... If such is the case, this person could be expelled from the rally and involve the forced withdrawal from the race of the concerned competitor.

DAILY ACCREDITATION

Online forms for daily accreditations will be available in www.desafioruta40.ar/accreditation from April 22 to May 20. In the form, each media will have to select the stages that would like to attend (3 maximum).

The number of individual accreditations are limited per media and cannot exceed:

- For TV channels – not more than 5 persons
- For Radio, Printed media, internet – not more than 2 persons

In addition, each media must send the following complementary documentation by e-mail to prensa@maseventos.com.ar:

- Formal letter from the Director of the media or Editor-in-Chief on letterhead, which must include the name and functions of the persons to be accredited.
- Samples of press material of other sport coverage
- Desafío Ruta 40 2026 coverage plan detailing the content to be made and where it will be published
- In the case of photographers, they must send samples of photographs of rally or sporting event coverage published in mass media (not in Social Media).

Facebook pages or Social Media accounts will not be considered as media.

Applications will be received until May 22. After this date, it will no longer be possible to submit an application for accreditation. Organization will confirm or dismiss solicitation before May 20.

Daily accreditation provides a daily access to:

- Bivouacs (without meals)
- Spaces for competitors
- Press information
- Podiums (dedicated area)
- Media Zones
- Press Conference

Daily accreditations do not include:

- Access to Media Center
- Access to Wifi
- Transportation between bivouacs (neither insured nor supported by the organization).
- Catering at the bivouacs.
- Access to the race route and Photo Points (it is strictly prohibited).
- Camping access at the bivouacs

The organization does not provide computers nor any other office equipment.

There are considered as one leg:

Administrative checks, scrutineering and start podium as one, any entire leg, starting from the morning and finishing at night, upon arrival of the leg, Finish podium.

Use of images and video

Desafío Ruta 40 non-rights-holders (media without any agreement with DR40 organization) are entitled to broadcast, on a linear basis, a maximum of 3 minute Race footage per event's day to be incorporated solely within:

- Regular TV news channels, sport news bulletin, magazines, sport magazines, webs and digital platforms (including social media).
- The accredited media are entitled to broadcast behind the scenes' footage (backstage, interviews, bivouacs...) from their own means, within framework of programs described above. The global linear basis broadcast should not exceed 5 minutes (3' of race footage + 2 behind the scenes' footage).

It is important that the channel or the non-rights holder after their broadcast to should send a broadcast report including date, time and length of each broadcast to prensa@maseventos.com.ar

No video may be used for purposes other than informational/editorial. For the production of a film intended for commercial release, express authorization must be requested from the organizer of the Desafío Ruta 40 at prensa@maseventos.com.ar

Live streaming on digital media (social networks) during stages of the race will not be permitted. In the case of streaming, whether via the web or social media, at the bivouac or during the competition prior authorization must be obtained from the Desafío Ruta 40 organization.

Footage

Teams and/or sponsors may purchase dedicate footage of the race. For dedicate budget, please contact: prensa@maseventos.com.ar

(Except all registered manufacturers who may purchase official race footage but must contact directly with ASO).

Drones

Medias wishing to use drones during the Desafío Ruta 40 must register the drone with the Media Department.

Drones won't be allowed to fly simultaneously with helicopters or close to public. It will be always mandatory to keep a prudent distance from the competitors too. A failure to these rules may cause a penalty of U\$D 1000 and withdrawal of the accreditation.