



DAKAR EYEWEAR — AW24



OPTIM

HISTORIA

La aventura comienza en **1977**. **Thierry Sabine** se pierde con su moto en el desierto de Libia, durante el recorrido del rally Abidjan-Niza. Salvado in extremis de entre las arenas, él regresa a Francia fascinado por los paisajes y decide compartir con otros su descubrimiento. Es así que se inventa un recorrido saliendo de Europa. La ruta alcanzaría Alger, después pasaría por Agadez y se acabaría en Dakar. El fundador le pone un lema a su creación: **“Un desafío para aquellos que parten. Un sueño para quienes se quedan”**.

HISTORY

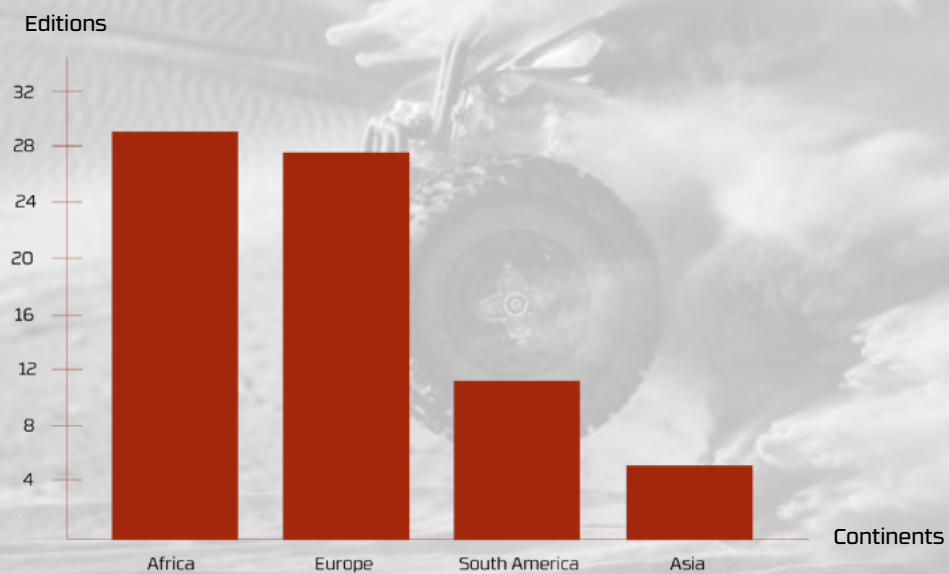
The adventure begins in **1977**. **Thierry Sabine** gets lost on his motorcycle in the Libyan desert, during the Abidjan-Nice rally. Saved in extremis from the sands, he returns to France fascinated by the landscapes and decides to share his discovery with others. This is how he invents a route leaving Europe. The route would reach Alger, then pass through Agadez and end in Dakar. The founder gives his creation a motto: **“A challenge for those who leave. A dream for those who stay.”**

HISTOIRE

L'aventure débute en **1977**. **Thierry Sabine** se perd en moto dans le désert de Libye au cours du rallye Abidjan-Nice. Sauvé des sables in extremis, il rentre en France subjugué par ces paysages et se promet de faire partager cette découverte. Il imagine alors un parcours partant d'Europe. Le tracé rejoindrait Alger, puis traverserait Agadez pour s'achever à Dakar. Le fondateur associe une devise à son inspiration: **“Un défi pour ceux qui partent. Du rêve pour ceux qui restent.”**



RACES AROUND COUNTRIES



LEGADO

El Rally Dakar no solo ha escrito varias de las **páginas más memorables de la historia del automovilismo** de competición, sino que también se ha consagrado, con el paso de los años y las ediciones, como un gran referente para muchos aficionados al motor y la aventura.

Así, hablar de Dakar es también hablar de una forma de disfrutar y entender la vida. **Aventura, pasión, y la búsqueda constante de nuevos horizontes y experiencias.**

LEGACY

The Dakar Rally has not only written several of the most **memorable pages in the history of motorsport**, but has also established itself, over the years and editions, as a great reference for many motor and adventure fans.

Thus, talking about Dakar is also talking about a way of enjoying and understanding life. **Adventure, passion, and the constant search for new horizons and experiences.**

HÉRITAGE

Le Rallye Dakar n'a pas seulement écrit plusieurs des plus **mémorables de l'histoire du sport automobile**, mais s'est également imposé, au fil des années et des éditions, comme une grande référence pour de nombreux moteurs et Fans d'aventure.

Ainsi, parler de Dakar, c'est aussi parler d'une façon de profiter et de comprendre la vie. **L'aventure, la passion et la recherche constante de nouveaux horizons et de nouvelles expériences.**



MANIFIESTO

Hombres que buscan conquistar la vida en busca de autenticidad y de sensaciones fuertes y extremas.

Que tienen determinación, pasión y están empapados de libertad y que albergan en ellos una profunda voluntad, la de sentirse vivos, la de convertirse en héroe de su propia vida.

Valientes que son conscientes de que participan en el rally-raid más importante del mundo, de que pocos llegarán a la meta, de que participar en el Dakar es mucho más que eso.

Competidores listos para superar una y otra vez sus límites físicos y agotar hasta la última reserva de su fuerza mental.

Aquellos que desean enfrentarse a la hostilidad de los grandes espacios salvajes sin igual.

Competidores que buscan latir al ritmo de una aventura humana, sin igual, que desean conmovir a una multitud apasionada, orgullosos de compartir con el resto del mundo la belleza de su mundo.

A los amantes de lo extremo, aventureros preparados para vivir un sueño descabellado.

A los que albergan el espíritu del Dakar: prepárense para hacer historia.

MANIFEST

For all those who grab life with both hands.

Looking for a real challenge, for sensations that are both powerful and extreme.

For all those that are determined, passionate, who love the great outdoors... those driven by a desire to feel alive like never before, those who want to be the heroes of their own story.

For the brave, who know they are taking part in the greatest rally-raid in the world, who know that only a few cross its finish line, but who also know that taking part in the Dakar is so much more than that...

For those ready to push their bodies to the limit, to use the last drop of their mental strength.

To all those wanting to be bought alive by an incomparable human adventure, in front of passionate fans, proud to share the beauty of their universe as the world looks on.

For you, adventurers in the extreme, ready to realise your wildest dreams.

You have the Dakar spirit, get ready to enter the legend.

MANIFESTE

À tous les conquérants de la vie, en quête de vrai, en quête de sensations fortes et extrêmes.

À tous les déterminés, les passionnés, empreints de liberté... habités par une volonté profonde, celle de se sentir vivant comme jamais, celle de devenir le héros de sa propre vie.

À tous les courageux, conscients de participer au rallye-raid le plus grand au monde, conscients que rares sont ceux qui franchiront la ligne d'arrivée, conscients que participer au Dakar c'est bien plus que ça...

Des Hommes prêts à repousser sans cesse les limites de leur corps, pour puiser dans l'ultime ressource de leur force mentale.

À tous ceux qui veulent vibrer au rythme d'une aventure humaine sans pareille, ceux qui veulent faire vibrer une foule passionnée, fiers de partager aux yeux du monde la beauté de leur monde.

À vous, les aventuriers de l'extrême, prêts à réaliser votre rêve le plus fou.

Vous qui avez l'esprit Dakar, soyez prêts à entrer dans la légende.

Dakar, la competición anual en que no todos logran su objetivo: llegar a la meta.

Dakar, the annual competition in which not everyone achieves their goal: reaching the finish line.

Dakar, la compétition annuelle dans laquelle tout le monde n'atteint pas son objectif : atteindre la ligne d'arrivée.



VICTORIAS

Los pilotos del Dakar se clasifican en 5 categorías: motos, coches, quads, camiones y vehículos ligeros. Un mismo piloto puede participar en distintos años en diferentes categorías. La primera carrera se inició el 26 de diciembre de 1978 con un recorrido inicial, París - Dakar, actualmente ya desaparecido. La primera carrera constaba de 10.000km pasados por tierra, arena y barro, suponiendo un reto a la circulación de los vehículos.

Francia se ha hecho con el primer puesto en solitario con pilotos ganadores en distintas modalidades, seguido por Rusia y España, siendo así los países con mayores victorias en la competición. También encontramos que la nacionalidad predominante entre los pilotos es la francesa, seguida de la española y la italiana, siendo así los países con mayor representación en la carrera.

VICTORIES BY COUNTRY

 56

 15

 20

  10

VICTORIES

Dakar drivers are classified into 5 categories: motorcycles, cars, quads, trucks and light vehicles. The same driver can participate in different years in different categories. The first race began on December 26, 1978 with an initial route, Paris - Dakar, which has now disappeared. The first race consisted of 10,000km passed through dirt, sand and mud, posing a challenge to the circulation of vehicles.

France has taken first place alone with winning drivers in different modalities, followed by Russia and Spain, thus being the countries with the most victories in the competition. We also found that the predominant nationality among the pilots is French, followed by Spanish and Italian, thus being the countries with the greatest representation in the race.

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VICTOIRES

Les pilotes du Dakar sont classés en 5 catégories : motos, voitures, quads, camions et véhicules légers. Un même pilote peut participer à différentes années dans différentes catégories. La première course a débuté le 26 décembre 1978 avec un premier parcours, Paris - Dakar, aujourd'hui disparu. La première course consistait en 10 000 km parcourus dans de la terre, du sable et de la boue, posant un défi à la circulation des véhicules.

La France a pris seule la première place avec des pilotes vainqueurs dans différentes modalités, suivie par la Russie et l'Espagne, étant ainsi les pays avec le plus de victoires dans la compétition. Nous avons également constaté que la nationalité prédominante parmi les pilotes est le français, suivi de l'espagnol et de l'italien, étant ainsi les pays les plus représentés dans la course.

  2

Los pilotos con más victorias en la competición independientemente de su modalidad

The pilots with the most victories in the competition regardless of their modality

Les pilotes avec le plus de victoires en compétition quelle que soit leur modalité

14

**Stéphane
Peterhansel**



7

**Vladimir
Chagin**



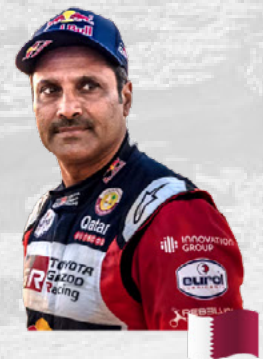
6

**Karel
Leprais**



4

**Nasser
Al-Attyiah**



4

**Marc
Coma**



4

**Cyril
Despres**



DAKAR FOR EVERYONE

Existen tres tipos de pilotos:

Rookie: los que participan por primera vez en la competición

Legend: los que ya llevan más de diez participaciones

Original by Motul: Aquellos que participan sin equipo de asistencia y son autónomos con la gestión de la jornada



LEGEND



There are three types of pilots:

Rookie: those who participate in the competition for the first time

Legend: those who already have more than ten participations

Original by Motul: Those who participate without an assistance team and are autonomous with the management of the day

Il existe trois types de pilotes:

Rookie: ceux qui participent à la compétition pour la première fois

Legend: ceux qui ont déjà plus de dix participations

Original by Motul: Ceux qui participent sans équipe d'assistance et sont autonomes dans la gestion de la journée

Profesionales y aficionados:

Dakar insta a todas las personas a participar, hombre o mujer, profesional o no, siempre y cuando sean mayores de edad (+18). Es una competición abierta para todos los amantes del motor, con un título o sin él.

Professionals and amateurs:

Dakar urges everyone to participate, man or woman, professional or not, as long as they are of legal age (+18). It is an open competition for all motoring lovers, with or without a title.

Professionnels et amateurs :

Dakar appelle tout le monde à participer, homme ou femme, professionnel ou non, pour autant qu'il soit majeur (+18). Il s'agit d'une compétition ouverte à tous les passionnés d'automobile, avec ou sans titre.

MEDIA IMPACT

In the last edition, there were 190 countries that shared the images of the Dakar for all viewers interested in the competition, and, not only that, their presence on social networks does not stop rising.

As the Dakar is becoming a media phenomenon, the ASO offers them new opportunities to develop the broadcast network or augment existing communication tools with different content and video formats.

In this way, they can increase their visibility, building more loyalty among associates and allowing fans around the world to enjoy it.

TV BROADCAST



4,000 HOURS
of TV broadcast



8.8 MILLION REACH
on **EUROSPORT**



190 COUNTRIES
broadcast the rally on

70 TV CHANNELS

128 media **56** nationalities

SOCIAL NETWORKS

A community of **8.1** MILLION fans (+21%*)



Facebook

2.8 MILLION (+77%*)



Instagram

2.2 MILLION (+22%*)



X

576,000 (+32%*)



Dailymotion/YouTube

600,000 (+11%*)



Threads

207,000

NEW








TikTok

1.3 MILLION (+50%*)



Click to see the video

DAKAR 2025

 SCRUTINEERING	 PROLOGUE	 FINISH & FINISH PODIUM	 12 STAGES
BISHA JANURAY, 1 ST & 2 ND	BISHA JANURAY, 3 RD	SHUBAYTAH JANUARY, 17 TH	 14 DAYS OF RACING

BIVOUAC IN THE THICK OF IT IN BISHA

For the third year in a row, away from the cities and bringing everyone together in one place, the race will start in the small village of Bisha, the last preparations and the first bivouacs.

CHANGE OF SCENERY FOR THE 48H CHRONO

950 km over two days, with an obligatory bivouac across the desert that generates more excitement during the first week, making the disputes more interesting with greater challenges and on all types of terrain (technical and fast).

SEPARATE COURSES: A FORK IN THE ROAD

Cars and motorcycles will do 5 separate stages to minimize risks in overtaking and leave fewer tracks during the route. The trucks will also have a stage designed exclusively for them.

MARATHON STAGE: PAMPERING THE MACHINES

Riders and crew will deal with mechanical problems on two occasions for more than 800 km, without the usual assistance teams, as they will be far from the stage.

EMPTY QUARTER: SHUBAYTAH AT THE END OF THE ROAD

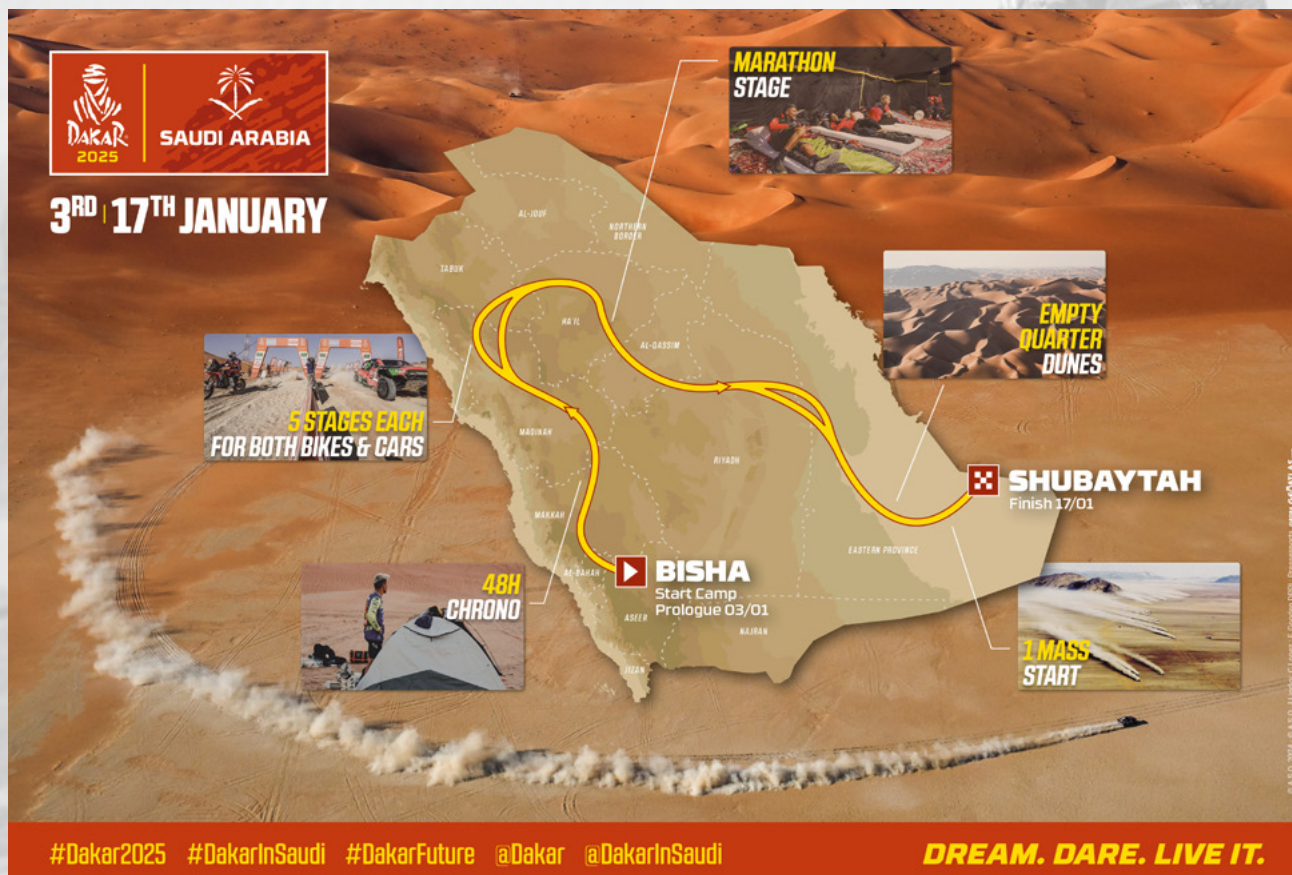
Drivers will explore the ocean of dunes that will mark the end of the adventure after three days looking for the finish line. It will be a gripping spectacle.

DAKAR CLASSIC: FEELING NOUGHTY

Cars and trucks from now on that were registered between 2000 and 2005, will have the opportunity to be part of the competition.

MISSION 1000, ACT 2

Starring the vehicles that test their innovative and alternative technology in Dakar territory.



DAKAR 2025 SAUDI ARABIA

3RD | 17TH JANUARY

5 STAGES EACH FOR BOTH BIKES & CARS

48H CHRONO

EMPTY QUARTER DUNES

SHUBAYTAH
Finish 17/01

1 MASS START

MARATHON STAGE

AL-JUUF **NORTHEN BORDER** **TABUK** **HAIL** **AL-QASSIM** **MADINAH** **RIYADH** **BAHIGAH** **AL-BAHAR** **ABER** **JIZAN** **EASTERN PROVINCE** **NAJRAH**

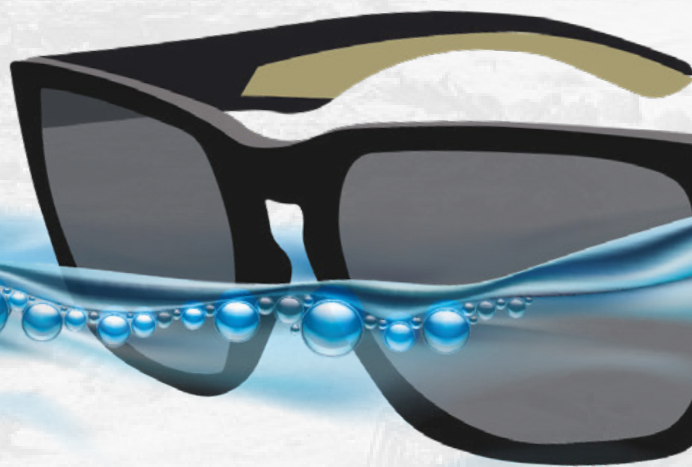
BISHA
Start Camp
Prologue 03/01

#Dakar2025 #DakarInSaudi #DakarFuture @Dakar @DakarInSaudi

DREAM. DARE. LIVE IT.

FLOATING SYSTEM

These sunglasses are designed with a lightweight and special material that allows them to float in the water, preventing them from sinking in case of falling into the sea or pool. Their streamlined and sturdy structure ensures they stay afloat without compromising their style and UV protection. Perfect for enjoying the sun without worries!





PHOTOCHROMIC

Protect your eyes using a technology which provides smooth and soft transitions from sunlight to shadows.



RIDER FLEX

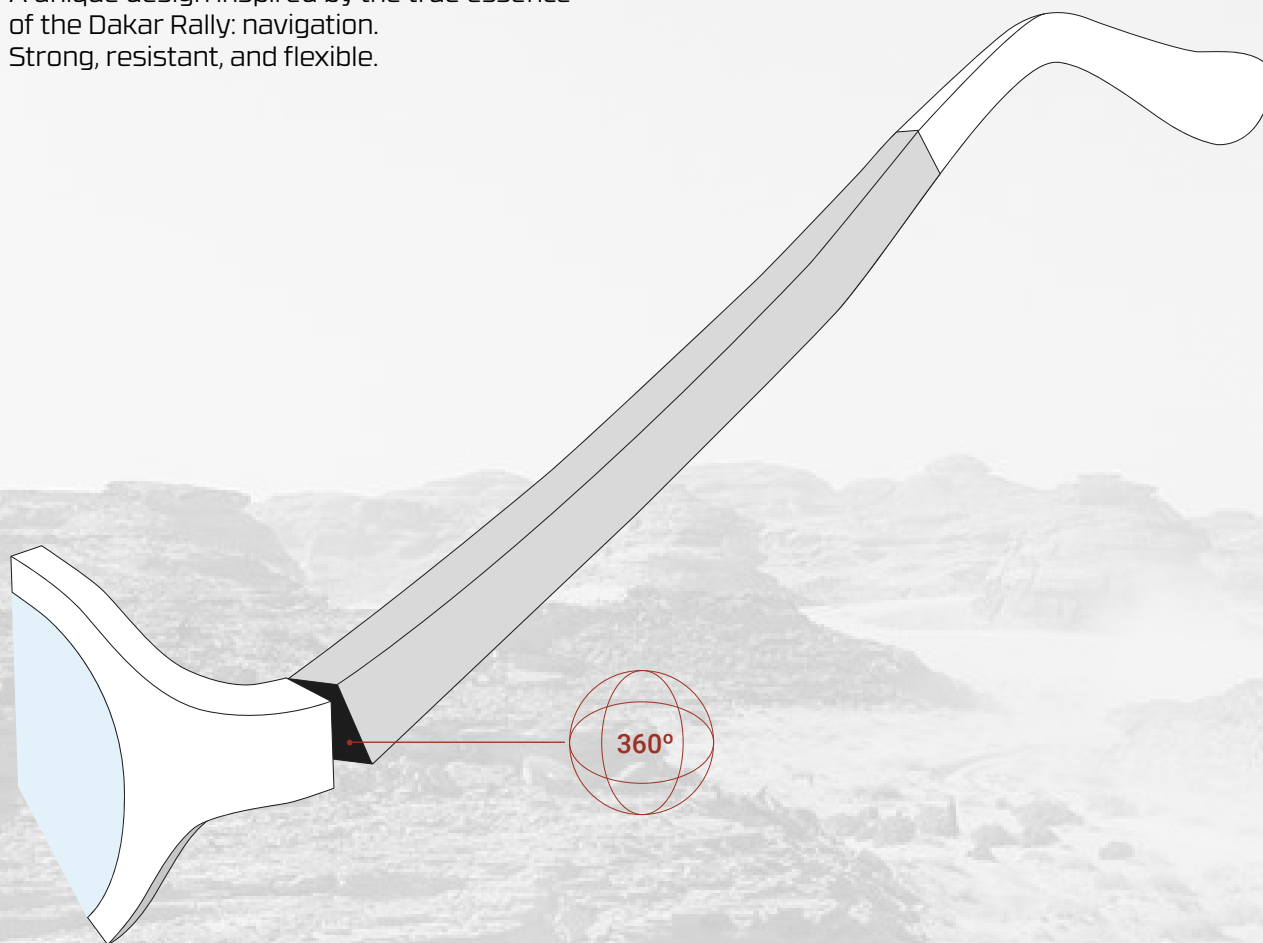
The Dakar Rally is all about speed, endurance, and dynamism.

This TR90 + double rubber injection model, with a specific 180° hinge is the perfect match for the spirit of such an adventure.



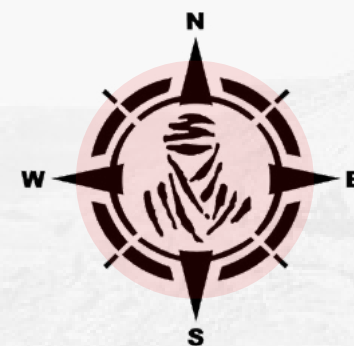
FLEX 360

A unique design inspired by the true essence of the Dakar Rally: navigation. Strong, resistant, and flexible.



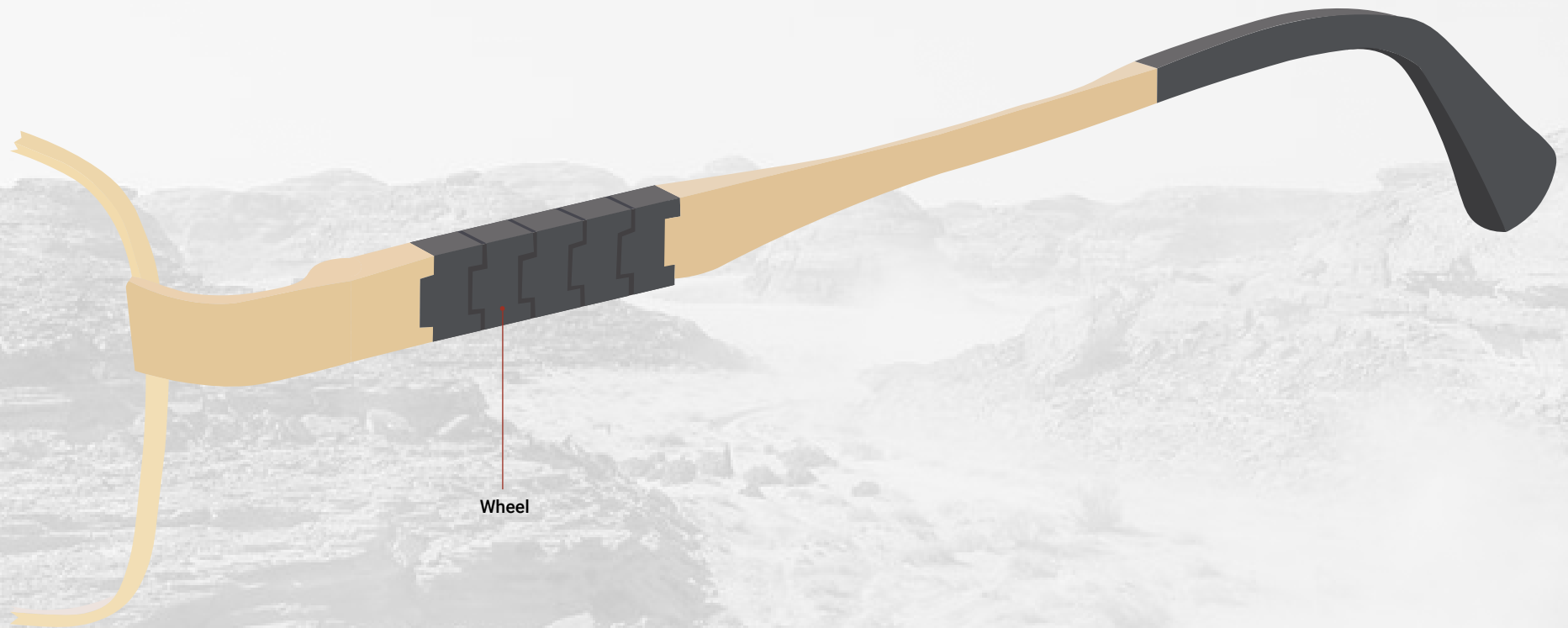
INSPIRATION

Like a compass, solid and strong, the 360 motion glasses adapt to the wearer to enhance their experience of use with the greatest comfort.



RUBBER WHEEL HINGE

The brand's exclusive, ultra-flexible, high-strength material that guarantees the user's protection and reduces breakage rates to a minimum.



Wheel

ACETATE 360°

DA71038

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203



212



213



243

ACETATE 360°

DA71037



203



212



213



243

ACETATE 360°

DA71036

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512



515



612



643

ACETATE 360°

DA71035

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512



515



543



544

ACETATE 360°

DA71034

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203



212



243



244



ACETATE 360°

DA71032



512



513



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588

ACETATE 360°

DA71031

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511



512



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ACETATE 360°

DA71030

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103



203



212



245

ACETATE 360°

DA71029

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203



212




213



246

ACETATE 360°

DA71028

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203



212



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246

ACETATE 360°

DA71027

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ACETATE 360°

DA71026



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ACETATE 360°

DA71025

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103



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212



245

ACETATE 360°

DA71024

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103



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212



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ACETATE 360°

DA71023

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ACETATE 360°

DA71022

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ACETATE 360°

DA71021

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644

TR90 + RUBBER TEMPLE

DA71020

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645

TR90 + RUBBER TEMPLE

DA71019

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612



615



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644

TR90 + RUBBER TEMPLE

DA71018

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TR90 + RUBBER TEMPLE

DA71017

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612



633



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ACETATE RUBBER TEMPLE

DA71016

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ACETATE RUBBER TEMPLE

DA71015

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ACETATE RUBBER TEMPLE

DA71014

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517



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ACETATE RUBBER TEMPLE

DA71013

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ACETATE RUBBER TEMPLE

DA71012

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ACETATE RUBBER TEMPLE

DA71011

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ACETATE WHEEL TEMPLE

DA71010

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ACETATE WHEEL TEMPLE

DA71009

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ACETATE WHEEL TEMPLE

DA71008

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ACETATE WHEEL TEMPLE

DA71007

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RUBBER WHEEL HINGE

DA71006

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RUBBER WHEEL HINGE

DA71005

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RUBBER WHEEL HINGE

DA71004

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RUBBER WHEEL HINGE

DA71003

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TR90 360°

DA71002

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TR90 360°

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TR90 360°

DA71000

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TR90 CLIP ON POLARIZED

DA11016

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TR90 CLIP ON POLARIZED

DA11015

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TR90 CLIP ON POLARIZED

DA11014

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TR90 CLIP ON POLARIZED

DA11013

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ACETATE 360°

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ACETATE 360°

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ACETATE 360°

DA11003

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ACETATE 360°

DA11002

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TR90 CLIP ON POLARIZED

DA11001

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TR90 CLIP ON POLARIZED

DA11000

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MASK WITH PRESCRIPTION CLIP

DA10015



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TR90 FLOATING

DA10014

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Photochromic



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TR90 FLOATING

DA10013

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Photochromic



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TR90 FLOATING

DA10012

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Photochromic



TR90 FLOATING

DA10011

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TR90

DA10010

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Photochromic



TR90

DA10009



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Photochromic



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TR90

DA10008

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Photochromic



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TR90

DA10007

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Photochromic



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TR90

DA10006

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Photochromic



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TR90

DA10005

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_____		_____	135



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643



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TR90

DA10004

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612



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645



TR90

DA10003

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_____		_____	135



612



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614



643
Photochromic



645



TR90

DA10002



612



613



633
Photochromic



643



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TR90

DA10001

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612
Photochromic



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TR90

DA100000



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644

Photochromic

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4



5



1. Showcard 15x21 cm
Ref. **PDA0005**
2. Showcard 29x40 cm
Ref. **PDA0006**
3. Showcard 40x29 cm
Ref. **PDA0007**
4. Showcard 20x30 cm
Ref. **PDA0008**
5. Showcard 29x40 cm
Ref. **PDA0009**

6



7



8



6. Double side poster

Ref. **PDA0004**

7. Mirror

Ref. **PDA0001**

8. Tablepad

Ref. **PDA0002**

9



9. Exhibitor
Ref. PDA0003



1



1. Eyewear case
Ref. **ESTADV24**



2



2. Sunglasses case
Ref. **ESTADV25**



3



3. Clip on case
Ref. **ESTADCL24**



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