



STARS
EVENT MANAGEMENT



دائرة السياحة والتسويق التجاري
Department of Tourism and Commerce Marketing



Feb 2012

“Event Logo”



Feb 2012
 "Brochure
 & Flyer"

LA ROUTE DE L'ENCENS
 SULTANAT D'OMAN - DUBAI - ABU DHABI - AL FUJAYRAH
HARLEY-DAVIDSON MASTER RALLY 2012

faisant suite à 20 raids inédits faits entre en 10 ans, Jean-Marc Chapel vous propose le plus aventureux des Emirats Arabes Unis et l'authenticité du Sultanat d'Oman. "Les Mills et Vos Mille" en Harley-Davidson.






















La Route de l'Encens
Sultanat d'Oman
Emirats Arabes Unis
Master Rally
2012
HARLEY-DAVIDSON

"au pays de l'or noir"
 12 jours - 2930 km
 + croisière en boutre
 du 11 au 22 février 2012



Crédit photo : Jean-Marc Chapel / The Motor


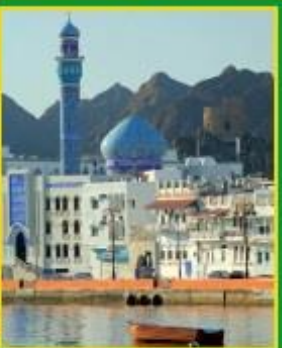

THE SULTANAT OF OMAN
 DUBAI - ABU DHABI - AL FUJAYRAH
HARLEY-DAVIDSON MASTER RALLY 2012
 "the land of black gold"
"the Incense route"














"After 20 unique raids coasted in 10 years, Jean-Marc Chapel now offers the highest and the most beautiful Harley-Davidson trek every organized in Africa!!!"



12 jours - 2930 km + croisière en boutre du 11 to 22 february 2012

Crédit photo : Jean-Marc Chapel / The Motor

Feb 2012
"Plate No.
of Bicker"

EMIRATS ARABES UNIS - SULTANAT D'OMAN

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G
FIVE STARS

Freeway

7STAR INTERNATIONAL

Selectour
VOYAGES ETAIX

"La route de l'encens"

GRAND HARLEY-DAVIDSON

ESS

ROADTRIP

DU 11 AU 22 FÉVRIER 2012

FedEx Express

46

RAID EN HARLEY-DAVIDSON

DUBAI
CUSTOM BIKES
United Arab Emirates

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حكومة دبي
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muscat desert adventures

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THE BANK.
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المالوف
AL MALOUF

THE MEYDAN
A DESTINATION HOTEL

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ABRIS
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Mr. ABRIS
DE PISCINE

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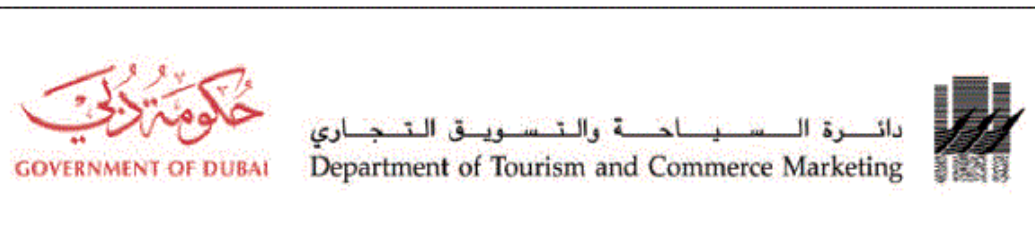
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February 2012 "Banner 6 m x 3 m"



HARLEY-DAVIDSON MASTER RALLY 2012

DUBAI - ABU DHABI - AL FUJAYRAH - SULTANATE OF OMAN



February 2012 "T-Shirt"



February 2012 "UAE & Oman Media"

Fujairah Observer

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News » Coral Suites Hotel Fujairah Sponsors Harley-Davidson MasterRally

Coral Suites Hotel Fujairah Sponsors Harley-Davidson MasterRally Monday 20 February 2012



The Coral Suites Hotel Fujairah was official silver sponsor hotel for the UAE and Oman Harley-Davidson Master Rally between February 12 and 21, organised in association with Grand Lyon Harley-Davidson of France and Dubai-based Seven Star Events.

The 50-strong contingent of riders visited four of the seven emirates as well as Oman, starting out in Dubai and proceeding to Abu Dhabi, Al Ain and Oman, returning to the UAE and arrived - around 4.30 pm - with a police escort along the Fujairah Corniche and

will eventually finish their journey in Dubai.

The event has been filmed for a major French television channel and the wonders of the region are expected to be viewed by more than 1.5 million people.

For the Coral Suites through a novel sponsorship name, part of the

In addition, the procession of machines

According to Hotel

Observer

Editor in chief
Fahmi Bin Khalid Al Harthi

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French Harley Davidson bikers in first Oman rally

Thu, 16 February 2012



By Ali Ahmed al Riyami - MUSCAT — As part of their 'Incense Route Rally' 40 bikers of the French-based Grand Lyon Harley Davidson Club roared into Oman yesterday and held a press meet at the Left Bank Lounge in Qurum. The Oman leg of the rally runs from February 15 to 19 and features veteran bikers of the Grand Lyon Harley Davidson Club, which is headed by its charismatic founder Jean-Marc Chapel.

Oman's tranquil countryside reverberates to the sound of forty arrestingly conspicuous Harley-Davidson motorbikes that are taking part in this unique rally that will shine an international spotlight on the Sultanate's distinctive appeal as an adventure tourism destination.

Muscat Desert Adventures Tourism, a leading destination management company, is organising the event in partnership with the Ministry of Tourism and Royal Oman Police (ROP).

The Sultanate of Oman, with its dramatic landscapes, is the venue of choice — along with the UAE — for this year's annual rally of the Grand Lyon Club, one of the largest groupings of Harley Davidson owners in France. Besides France, the biker-contingent includes members from other Francophone countries namely Switzerland, Canada and

ENOC and AutoPro power Harley Davidson bikes for 'The Incense Route' rally across Dubai

Posted on 16 February 2012

Tags: [across Dubai](#), [AutoPro power](#), [bikes](#), [ENOC](#), [Harley Davidson](#), [FR 2.0](#), [FR 2.0](#), [Rally](#), [The Incense Route](#)



Dubai, UAE; February 15, 2012: Emirates National Oil Company (ENOC), in partnership with AutoPro, its full-service vehicle repair facility, powered 75 Harley Davidson bikes that are taking part in a rally across the UAE and Oman until February 21, 2012.

'Le Rout de l'encens United Arab Emirates & Sultanat of Oman,' the first season in Arabia of 'The Incense Route,' is an 11 days/10 nights rally that covers Dubai, Abu Dhabi, Sharjah, Fujairah and Oman, and features 40 participants from Europe.

The rally is touring all major landmarks in the UAE and Oman, with ENOC and AutoPro

meeting the fuel requirements for the Dubai leg of the event, as well assisting in de-fueling the bikes that are being shipped in from Europe.

Yousuf Harib, Manager – Automotive Services of ENOC, said: "The rally is much awaited by the Harley Davidson community globally, and puts the UAE in the spotlight. Our sponsorship of the event underlines our commitment to partner with initiatives that highlight our strong competencies in offering full vehicle service support."

He added: "Since our official launch at the 2011 Dubai International Motor Show, AutoPro has earned the trust of motorists, and the high-profile partnership with the Harley Davidson bike rally will further consolidate our position as a trusted partner for all automotive service needs."

The rally commenced on February 12, and on the course of the journey stopped at the ENOC site on Sheikh Zayed Road.

Operating in 13 locations in Dubai, AutoPro provides professional, reliable and value-for-money services for all types of vehicles, including Harley-Davidson motorcycles.



The Coral Suites Hotel Fujairah will be official silver sponsor hotel for the UAE and Oman Harley-Davidson Master Rally between February 12 and 21, organised in association with Grand Lyon Harley-Davidson of France and Dubai-based Seven Star Events.

The 50-strong contingent of riders will be visiting four of the seven emirates as well as Oman, starting out in Dubai and proceeding to Abu Dhabi, Al Ain and Oman, returning to the UAE to tour Fujairah, Dibba and Sharjah en route for Dubai.

The event will be filmed for a major French television channel and the wonders of the region are expected to be viewed by more than 1.5 million people.

For the Coral Suites Hotel Fujairah, it is an opportunity to promote the hotel name to an international audience through a novel sponsorship of water – around 2,500 bottles of mineral water will be labelled with the hotel name, part of the supplies transported by truck, following the convoy of bikes throughout the UAE.

In addition, the Coral Suites Hotel will provide refreshments at the Fujairah Marine & Sports Club on February 19, when the procession of machines and riders returns to the UAE through the Kaba/Oman border.

According to Hotel Manager, Vikram Rai, the image of a convoy of Harley-Davidson motorbikes travelling through the deserts and mountains of the region will provide an unrivalled marketing opportunity.

"The UAE is known for its cities, and maybe the desert, but not so many people know about the stark mountains in Fujairah, for instance, and this event will help boost the profile of the emirate in overseas markets," he said.

"The Coral Suites is always looking to support community ventures and we are delighted to be able to participate in the rally in this small way."

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Harley Davidson bikers from France roar into Oman

A septuagenarian is among the 40 French-based Grand Lyon Harley Davidson Club bikers, who roared into Oman on Wednesday evening to go on a 2000km journey — dubbed as 'Incense Route Rally'

By Sunil K. Vaidya, Bureau Chief

Published: 14:53 February 16, 2012

GULF NEWS



Grand Lyon Harley Davidson Club bikers with Ismael Baffat in Qurum. Jean-Marc Chapel

February 2012 "Staff and Sponsor"



February 2012 "VIP Partner"



FEB

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“Group Photo”



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2013

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11 - 19 Oct. 2013
7 EMIRATES
UNITED ARAB EMIRATES
& KHASAB - OMAN



2013



RUN PRIVE DE COPAINS 11-19 OCTOBER 2013
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2013



2013



2013



2016



**Désert,
Mers,
Montagnes,
Palmeraies et Citadelles**



Du Dimanche 17 Au Lundi 25 Avril 9 Jours

2340 Kms

2016



DÉSERT, MERS, MONTAGNES,
PALMERAIES ET CITADELLES

du dimanche 17 au lundi 25 avril 9 jours
2340 KM



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Thank you very much