

KF
MASTERPIECES

Rallye Aïcha des Gazelles

03 – 18.03.2023 | MOROCCO



**“TO BE FREE,
TO CHOOSE YOUR PATH,
TO SOMETIMES LOSE
YOUR BEARINGS”**





100% WOMEN'S ECO-RALLY

TO WIN IT YOU HAVE TO:

→ NAVIGATE OLD-STYLE

→ DRIVE THE LEAST NUMBER OF KILOMETRES

* SPEED IS NOT A CRITERION

* DEPARTURE FROM FRANCE (NICE)
EVENT AND ARRIVAL IN MOROCCO (ESSAOUIRA)



Spearheading equality, as well as a link between Europe and Africa, and between people and the environment, the partnership with the *Rallye Aïcha des Gazelles* was an obvious choice for KF.

The race represents a wide range of values and skills including surpassing oneself, perseverance, peer support and daring. KF is proud to back the rally and the projects linked to it as well as two crews.



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IN A FEW WORDS

RALLYE AÏCHA DES GAZELLES

**A rally that puts
women in the
spotlight**

Bringing together more than 350 women, aged 18 to 65 and from more than 30 different nationalities, in the heart of the Moroccan desert each year, from 3 to 18 March 2023, the *Rallye Aïcha des Gazelles* will once again offer a unique international and human adventure.

The rally cultivates a different vision of automobile competitions: no speed and no GPS, only old-style off-road navigation. With nothing but their determination, no matter their age or background, nationality or experience, the Gazelles come to experience a unique and unforgettable competition:

Where the values of tolerance, solidarity and perseverance are shared.

Where respect for the country being traversed is a priority thanks to the community projects undertaken.

Where respect for the environment is guaranteed: the rally being the only rally-raid in the world to be certified according to the ISO 14001 standard.

With no speed criteria, the objective is to reach several checkpoints with the help of a compass, a ruler and a map, covering the shortest possible distance. Without any electronic navigation, each participant is free to plot her own off-road route for a return to the roots of adventure! Each day, the Gazelles take up a challenge without any electronic means of communication: analyse the map using geographical coordinates, understand the difficulties of the terrain and choose the shortest possible route. They have to complete a route by marking the checkpoints in a minimum number of kilometres and not in a minimum amount of time. They can choose to go around the mountain or over it, through the dunes or avoid them.



To take part in the race, the Gazelles must correspond to the fundamental and founding values of the event, namely: **courage, surpassing oneself, loyalty, peer support as well as environmental and social commitment.**

While the city of Nice will host the starting village, Monaco will see the electric cars set off as the event is sponsored by the H.S.H. Prince Albert II Foundation. The rally as a whole is under the patronage of His Majesty King Mohammed VI.



SOCIAL SUPPORT

MEDICAL CARAVAN FOR THE LOCAL
POPULATION ENCOUNTERED
(92,000 CONSULTATIONS SINCE 2001)

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KF

THE MANU-FACTURE

Horological mastery
dedicated to serving
individuality

KF surprises the world of Swiss Haute Horlogerie by its ability to tailor its creations so as to reflect its clients' imagination. More than a philosophy, KF is the designer of your dreams through bespoke customisation.

It took a man, Karsten Frässdorf, a master watchmaker crazy and bold enough to view watchmaking from a new angle. In 2016, this breath of fresh air in the industry led to the creation of the brand bearing his initials (KF), driven by a vision running firmly against the tide and taking the customer as the starting point for all its watch designs.

Radiating a resolutely contemporary style, KF is distinguished by authentic expertise inspired by chronometry (precision timekeeping). Representing exceptional collectibles, KF timepieces bear the "Made in La Chaux-de-Fonds" label for watches that are 100% developed and assembled in the brand's workshops.

It is also a singular Manufacture, capable of developing any calibre and thereby exercising complete freedom as well as absolute creativity when it comes to innovation. KF also playfully ushers its clients into the fabulous world of timepiece design by giving them carte blanche to choose the design and complications of their watch.

This individuality is highly exclusive in that each model is by definition unique with regards to both its design and its production methods.

It is this "Atelier" spirit one discovers when visiting the brand located in La Chaux-de-Fonds, the cradle of watchmaking and a city featured on the UNESCO World Heritage List for its watchmaking town planning.



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