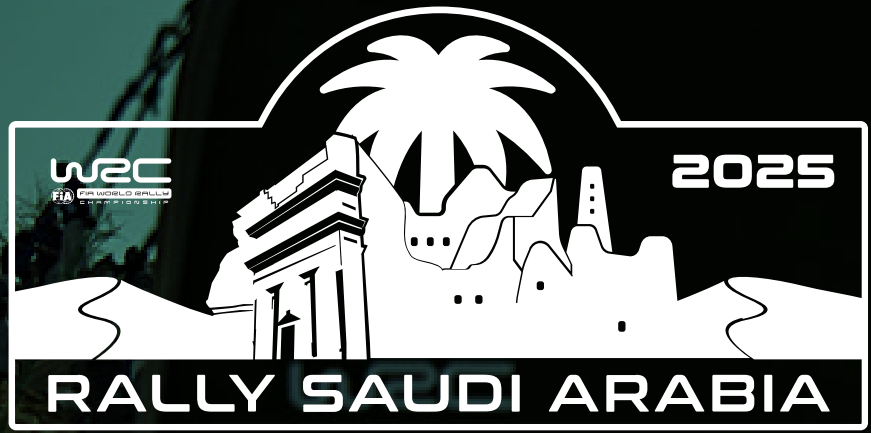


وزارة الرياضة
Ministry of Sport



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JAMEEL motorsport

2025

WRC Rally Saudi Arabia Sustainability Report

25-29 November 2025



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Chairman Statement

2025 marked a historic milestone as Saudi Arabia hosted its first World Rally Championship event, concluding the season as a decisive season finale. Developed with WRC experts and national stakeholders, Rally Saudi Arabia 2025 delivered a challenging route showcasing the Kingdom's diverse landscapes while testing competitors' skill and endurance. Sustainability formed a core pillar, reinforcing Saudi motorsport's commitment to responsible event delivery and long-term community impact.

The Saudi Ministry of Sport remains dedicated to positioning Saudi Arabia as a global motorsport hub, with preparations already underway for an even more ambitious Rally Saudi Arabia 2026.

HRH PRINCE KHALID BIN SULTAN AL ABDULLAH AL FAISAL

Chairman, Saudi Automobile & Motorcycle Federation
Chairman, Saudi Motorsport Company



CEO Statement

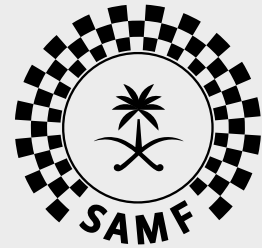
Saudi Motorsport Company remains committed to embedding innovation and sustainability across event delivery, with WRC Rally Saudi Arabia 2025 reflecting this ambition and reinforcing the Kingdom's growing global motorsport presence. The publication of the Sustainability Report demonstrates the company's commitment to transparent ESG reporting and continuous improvement. Event planning aligned with Saudi Vision 2030, supporting national goals including carbon mitigation, biodiversity protection, responsible resource use, and well-being.

As expectations evolve, the company remains focused on delivering measurable sustainability outcomes and strengthening Rally Saudi Arabia's experiential and sustainability credentials in partnership with the WRC.

ENG. MANSOUR ALMOKBEL

CEO, Saudi Motorsport Company
CEO, Saudi Automobile & Motorcycle Federation





الاتحاد السعودي للسيارات والدراجات النارية
Saudi Automobile & Motorcycle Federation

ABOUT SAUDI AUTOMOBILE & MOTORCYCLE FEDERATION

The Saudi Automobile & Motorcycle Federation (SAMF) sets forth governance and safety standards across all motorsports in Saudi Arabia, aiming to enhance participation and performance through effective coordination among stakeholders and competitors. SAMF's role as the **sole regulator of motorsports in the Kingdom emphasizes the country's commitment to hosting world-class events** that prioritize competitors' and spectators' well-being above all else. SAMF sits at the forefront of innovative motorsport event delivery.



ABOUT SAUDI MOTORSPORT COMPANY

Saudi Motorsport Company is **driving the growth of motorsport in Saudi Arabia while supporting the ambitious goals of Saudi Vision 2030**. Operating under the Saudi Arabian Motorsport Federation and the Ministry of Sport, it **manages Jeddah Corniche Circuit and delivers flagship events** including the Formula 1 Saudi Arabian Grand Prix, Extreme E, Extreme H, the Dakar Rally, and WRC Rally Saudi Arabia.



ABOUT WORLD RALLY CHAMPIONSHIP

Established in 1973, the WRC is an **epic battle against the elements and the clock**. The competition consists of a series of rallies covering four continents and 14 countries. Man and machine must master everything from snow-packed forest tracks in intense cold, to rock-strewn mountain passes in blistering heat. The series also showcases innovative vehicle technology, with cars powered by 100% fossil-free fuels. WRC's Sustainability Roadbook, published in 2024, provides a blueprint for the championship's future sustainable operations and guidelines, with a focus on climate change, the natural environment, people and communities, and public policy responses.



Executive Summary

SUSTAINABILITY AT RALLY'S CORE

Rally racing has a deep, symbiotic relationship with the natural environment. The wild landscapes that form the dramatic backdrop to rally's most thrilling races are integral to the sport's appeal and its ability to capture the imaginations of millions of fans around the world. Therefore, rally stakeholders have a responsibility to protect the environments in which races are held – for local communities, surrounding biodiversity, and the future of the sport.

EVENT ORGANIZATION

Saudi Motorsport Company is aware of its environmental responsibility throughout event planning and delivery. Leveraging the organization's deep experience delivering responsibly managed, sustainably ambitious international motorsport events, including Formula 1, Extreme E and H, and rally events like Dakar in Saudi, Rally Saudi Arabia is designed to both showcase and protect the environment.

A MILESTONE EVENT

WRC Rally Saudi Arabia 2025 marked the first year the Kingdom hosted a round of the FIA World Rally Championship. WRC events are the pinnacle of international rally racing – as a result, the delivery of the event had to incorporate world-class quality and boundary-pushing innovation both experientially and in terms of ESG impact.

SUSTAINABILITY COMMITMENT

Rally Saudi Arabia is committed to comprehensive sustainability reporting and clear, transparent communication of its environmental, social, and governance performance. With the FIA Two-Star Environmental Accreditation already achieved, the Rally Saudi Arabia 2025 Sustainability Report is a further demonstration of this commitment, which will evolve in scale and scope in the years ahead.

This report details how WRC Rally Saudi Arabia 2025 aligned with Saudi Vision 2030 and Saudi Arabian environmental regulations, the FIA Environmental Accreditation Program, and WRC Promoter Sustainability Guidelines. The data presented is based on verified inputs from operational teams and service providers, supporting transparency and continuous improvement.



WRC Rally Saudi Arabia 2025: Operational Overview



14,670sqm:
FAN ZONE & SERVICE
PARK AREA SIZE

SPECTATORS

Nearly 14,000 fans attended the WRC Rally Saudi Arabia 2025. The rally strengthened its connection with local communities by hosting a coastal parade in Jeddah, providing spectators with a dedicated opportunity to engage directly with the teams.

The Opening Ceremony and Car Show, complemented by the Service Park and a dedicated Fan Zone, which operated for three days, delivered a comprehensive and immersive spectator experience.

ROUTE GOVERNANCE & ORGANIZATION

To protect the surrounding environment during Rally Saudi Arabia, a multidisciplinary team, in coordination with expert consultants and national government authorities, mapped the race itinerary to ensure habitat preservation and environmental protection compliance.



6
GOVERNMENT AUTHORITIES
SUPPORTED ROUTE PLANNING

SUSTAINABLE MOBILITY

An efficient mobility strategy was implemented, including the deployment of shuttle bus services and encouraging coordinated vehicle-sharing initiatives to minimize the number of individual trips to the venue.

PARTICIPANTS

The event's sustainability policy was announced and published in the participant manual distributed to drivers and their teams in the build-up to the rally. Tyre-waste management and spill kits were introduced to reduce spillage of oil or other mechanical fluids at key operational areas, while in-car waste baskets ensured participants could dispose of waste responsibly.



45%
TOTAL RECYCLING RATE

WASTE & RESOURCES

To support efficient and accurate waste management throughout the event, nine segregated waste streams were implemented across fan and operational areas.



200+
STUDENTS PARTICIPATED IN
COMMUNITY OUTREACH EVENTS

LOCAL COMMUNITY ACTIVITIES

At WRC Rally Saudi Arabia 2025, social and community initiatives took center stage, with targeted efforts to enhance spectator experience and well-being, increase accessibility for communities, local businesses, and students, and showcase Saudi culture to a global audience.

WRC Rally Saudi Arabia 2025: Event Overview



2,322
TOTAL WORKFORCE
(65% MALE
35% FEMALE)



**FIA 2 STAR
ACCREDITATION
ACHIEVED**



NEARLY
14,000
FANS ATTENDED ACROSS
THE FOUR-DAY EVENT



14,670 SQM:
FANZONE AND SERVICE
PARK AREA SIZE



1st
WRC RALLY IN
SAUDI ARABIA



319.44 KM
OF COMPETITIVE
RACING ACROSS
17 STAGES



600 SQM:
OPENING CEREMONY
AREA SIZE



STAGE
14/14
OF THE 2025 WORLD
RALLY CHAMPIONSHIP



39
PARTICIPANTS FROM
28
NATIONALITIES

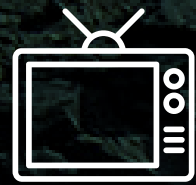


52
ENTITIES DELIVERED
THE RALLY

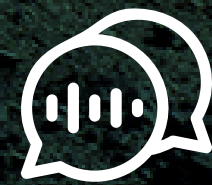
WRC Rally Saudi Arabia 2025: Media Reach Overview



129
BROADCAST COUNTRIES



332
BROADCASTING CHANNELS



14
LANGUAGES



12.7B
TOTAL REACH



224M
MEDIA VALUE



2,713
ARTICLES PUBLISHED



128
JOURNALISTS



256
PHOTOGRAPHERS



71
MEDIA OUTLETS



22
INFLUENCERS ENGAGED



31.5M
FOLLOWERS



295K
TOTAL ENGAGEMENT



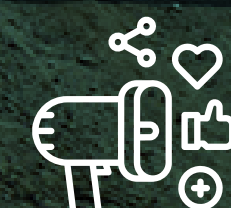
103,451/191,681
ENGAGEMENT



4.4M/11.8M
REACH



4.9M/13.1M
IMPRESSIONS



16.2M
TOTAL REACH



Rally Saudi Arabia 2025 Event Overview

The 2025 World Rally Championship reached its decisive conclusion amidst the dramatic dunes, winding canyons, and jagged mountain passes north of the historic city of Jeddah. Competitive tension was high heading into the season finale, with Elfyn Evans holding a narrow three-point lead over Sébastien Ogier, leaving the championship finely poised.

Over several days of intense racing – defined by rapid transitions between diverse terrains, striking vistas across the Saudi landscape, and the unpredictable drama characteristic of rallying, – **Ogier overturned Evans' advantage to secure the WRC title** for a record ninth time. For fans and teams alike, the route delivered a compelling blend of high-speed competition, technical challenge, and world-class, sustainably delivered event operations.

Marking the **first step in the 10-year partnership between Saudi Motorsport Company and WRC**, the sustainability initiatives implemented at Rally Saudi Arabia 2025 established a strong foundation for future development across environmental, social, and governance pillars, which **will broaden in scope, scale, and impact through 2035** as the event matures and the partnership deepens.

“THE ULTIMATE SHOWDOWN”



Innovation and Sustainability: How Strong Governance Steered the Kingdom's First WRC Event to Success

Rally Saudi Arabia had to **exhibit visible sustainability activations** capable of inspiring both national and global audiences, **place spectators at the heart of the adrenaline-fueled action**, and **showcase the Kingdom's unique natural beauty to the world**.

To achieve these goals, the organising committee, consisting of various stakeholders, including the Ministry of Sport, Saudi Automobile & Motorcycle Federation, Saudi Motorsport Company, and expert motorsport project management professionals, leveraged its years of experience to **deliver a world-class motorsport event that placed innovation, sustainability, and community at its core**.

Four focus areas spanning environmental, social and governance pillars were identified during event planning to maximize positive ESG impact at WRC Rally Saudi Arabia 2025. These were:



ENVIRONMENTAL PROTECTION

preserving and protecting the natural beauty and biodiversity surrounding the rally route by coordinating with government authorities to minimize ecological disturbance;



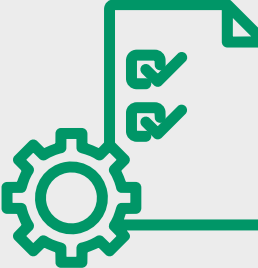
WELFARE AND WELLBEING

providing hydration points, shaded rest zones, and safety infrastructure to protect staff, teams, and spectators in high-heat conditions throughout operational areas and the Fan Zone;



WASTE MANAGEMENT

implementing an efficient waste management system to improve recycling outcomes, reduce food waste, and ensure the responsible disposal of event waste to avoid spillage into the natural environment;



OPERATIONAL COMPLIANCE

aligning event operations with motorsport, national, and international regulations through structured audit processes, accreditation pathways, and transparent data reporting.

Saudi Vision 2030: A National Blueprint for Innovation and Sustainability

Guided primarily by the objectives of Saudi Vision 2030 and the Saudi Green Initiative, the four focus areas were actively integrated across Rally Saudi Arabia's operations. **Vision 2030 offers a bold national blueprint driving the Kingdom's transition toward a low-carbon, sustainable future.**

Rally Saudi Arabia is committed to delivering an **event that actively advances the sustainability goals outlined in Vision 2030** through innovative planning and ambitious thinking.

Beyond its environmental ambitions, the rally also **contributes to Vision 2030's economic diversification and social transformation objectives.** By bringing a globally prestigious competition to the Kingdom, the WRC enhances Saudi Arabia's motorsport portfolio and advances the Vision 2030 goal to position the country as a global hub for sport and adventure tourism. The delivery of an immersive, engaging spectator experience in the Fan Zone, with its diverse Saudi cultural exhibits and innovative experiences, further reinforced this contribution.

The event also generates direct and indirect employment opportunities across event operations, logistics, hospitality, and local supply chains, supporting skills development and knowledge transfer within the Kingdom. Saudi Vision 2030 aims to reduce the national unemployment rate to below 5%. The continued hosting and strategic expansion of Rally Saudi Arabia can contribute to this objective by generating employment opportunities in the local economy.



REACHING 40% FEMALE REPRESENTATION IN THE NATIONAL WORKFORCE BY 2030

GENERATING 50% OF ALL ENERGY FROM RENEWABLE SOURCES BY 2030

PROTECTING 30% OF SAUDI LAND AND SEA BY 2030

ACHIEVING CARBON NEUTRALITY ACROSS THE ENTIRE KINGDOM BY 2060

INCREASING TOURISM REVENUES TO MORE THAN 10% OF NATIONAL GDP

ATTRACTING 150 MILLION VISITORS ANNUALLY BY 2030

Governance, Standards, and Sustainable Impact

In addition to the guiding principles of Saudi Vision 2030, a series of regulatory frameworks and ESG standards underpinned all aspects of event delivery and enabled the execution of a boundary-pushing and sustainably ambitious Rally Saudi Arabia:

JURISDICTION	GOVERNING BODY	FRAMEWORK / ACCREDITATION / STANDARD	PURPOSE
NATIONAL	 <p>رؤية 2030 المملكة العربية السعودية KINGDOM OF SAUDI ARABIA</p>	Saudi Vision 2030	Vision 2030 is a national strategy for diversifying the economy, empowering citizens, creating a vibrant environment for both local and international investors, and establishing Saudi Arabia as a global leader.
	 <p>SAUDI GREEN INITIATIVE</p>	Saudi Green Initiative	The Saudi Green Initiative is a national program that aims to combat climate change, enhance the quality of life for local communities, and promote environmental sustainability through ambitious projects and investments.
	 <p>المركز الوطني للإرقابة على الالتزام البيئي National Center for Environmental Compliance المملكة العربية السعودية</p>	National Center for Environmental Compliance	A government authority established to monitor and enforce environmental regulations across the Kingdom by overseeing pollution control, environmental licensing, inspections, and compliance.
	 <p>المركز الوطني لتنمية الغطاء النباتي ومكافحة التصحر National Center for Vegetation Cover Development & Combating Desertification المملكة العربية السعودية</p>	National Center for Vegetation Cover Development and Combating Desertification (NCVC)	A Saudi government agency responsible for protecting, restoring, and sustainably managing the Kingdom's vegetation, forests, rangelands, and national parks in support of environmental sustainability and Vision 2030 goals.
MOTORSPORT		FIA Environmental Accreditation Program	Rally Saudi Arabia obtained the FIA two-Star accreditation ahead of the inaugural race, demonstrating proactive compliance. A readiness plan is underway to achieve the FIA three-Star certification ahead of the 2026 event – the highest environmental standard for motorsport events.
		WRC Environmental Policy	WRC Promoter guidelines enforce strict sustainability standards at all rallies on the WRC calendar. Additionally, an ESG-focused compliance checklist circulated by WRC covers pre-event tasks, an on-site audit, and a post-event assessment.
INTERNATIONAL		UN Sustainable Development Goals	Rally Saudi Arabia contributed towards the advancement of SDG <div style="display: flex; justify-content: space-around; margin-top: 10px;">     </div>

WRC Rally Saudi Arabia 2025: Environmental and Community Overview



**ALL
319.44KM**
OF THE RALLY ITINERARY MET
ENVIRONMENTAL REGULATIONS



6 GOVERNMENT
AUTHORITIES
SUPPORTED ROUTE
PLANNING



45%
TOTAL RECYCLING
RATE




47,161kg
OF MATERIAL
RECYCLED



49,800
INTERACTIONS



200+
STUDENTS PARTICIPATED IN
COMMUNITY OUTREACH EVENTS



3 TEAMS
DELIVERED STUDENT
ENGAGEMENT SESSIONS



OVER
64 MILLION
IMPRESSIONS ON
SOCIAL MEDIA

ESG Strategy in Action

6.1. ENVIRONMENT

Reflecting rally racing's intrinsic connection to the natural world, WRC Rally Saudi Arabia 2025 adopted a proactive environmental management approach focused on safeguarding local biodiversity and minimizing habitat disturbance.

The event also drove targeted action to streamline waste systems, reduce resource consumption, and curb event-related carbon emissions.

Protecting the natural environment is a central pillar of the World Rally Championship's (WRC) Sustainability Roadbook and the mandatory requirements outlined by the Saudi National Compliance Center.

The resulting route highlighted the enthralling, elemental nature of rallying while respecting and showcasing Saudi Arabia's unique ecology and natural beauty.

Habitat and Biodiversity Management

To protect the surrounding environment during Rally Saudi Arabia, a multidisciplinary team from the Ministry of Sport, Saudi Automobile & Motorcycle Federation, Saudi Motorsport Company, and WRC, in coordination with national government authorities, mapped the race itinerary.

The resulting route balanced sporting considerations with environmental stewardship, highlighting the enthralling, elemental nature of rallying while respecting and showcasing Saudi Arabia's unique ecology and natural beauty.

COLLABORATION WITH ENVIRONMENTAL DEPARTMENTS

The event's route planning and onsite operations were conducted in alignment with the environmental regulations and guidelines of the following government authorities:

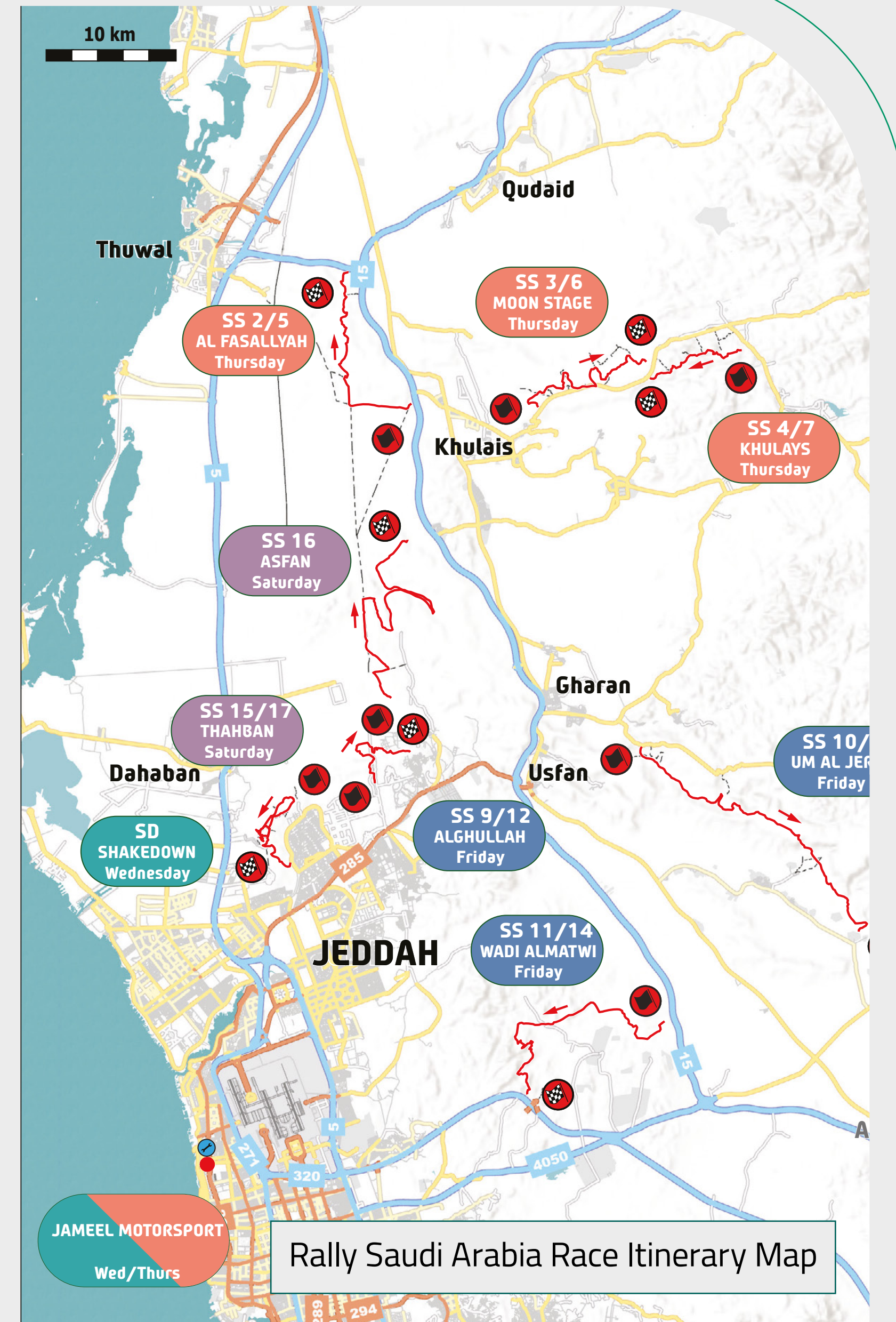
1. National Center for Environmental Compliance (NCEC);
2. Saudi National General Environmental Regulation (GER);
3. Ministry of Environment, Water, and Agriculture (MEWA);
4. National Center for Vegetation Cover Development and Combating Desertification (NCVC);
5. Saudi Electricity Regulatory Authority;
6. Ministry of Energy.

ROUTE PLANNING OBJECTIVES

These organizations supported the route planning team to ensure that:

1. Event routes avoided areas designated as vegetation cover, natural habitat zones, or ecologically sensitive areas, in accordance with NCVC and NCEC guidelines.
2. Teams prepared the rally route in an environmentally responsible manner using compliant techniques, sourcing materials locally to cut transport emissions, and avoiding harm to natural terrain and greenery.
3. No alteration or disturbance of vegetation or land structure occurred without formal clearance.

Following the event, a comprehensive cleanup of the rally route was conducted to remove any waste and materials that remained in the natural environment.



Driving a Circular Approach to Waste Management

To support efficient and accurate waste management throughout the event, **nine segregated waste streams** were implemented across fan and operational areas in collaboration with local waste management stakeholders. The waste streams were: General, Construction, Paper & Cardboard, Metal, Wood, Plastic, Fabric, Oil, and Rubber & Tyres.

In fan areas, three clearly labelled waste streams were implemented – general waste, recyclables, and compostables – to facilitate organized waste disposal throughout the venue. These were then sent directly to the recycling point at the Jeddah Municipality landfill, in compliance with Saudi environmental standards and regulations.

For drivers and their teams, additional streams were available in the form of tyre waste streams and spill kits to reduce spillage of oil or other mechanical fluids at key operational areas. In-car waste baskets ensured participants could dispose of waste responsibly without interrupting their progress along the rally route.

The total recycling rate across the event was **45%**.



9 WASTE STREAMS
OPERATIONALIZED
ACROSS THE SITE



RUBBER AND TYRE WASTE
100% RECYCLED



METAL
90% RECYCLED



PAPER AND CARDBOARD
80% RECYCLED



PLASTIC
65% RECYCLED



WOOD
60% RECYCLED

Energy Consumption and Efficiency Strategy

Energy consumption was closely monitored and recorded throughout WRC Rally Saudi Arabia 2025, including operating hours, electricity generated (kWh), and fuel consumption (litres).

TEMPORARY GENERATORS

To support the five days of rally stages, service areas, **14,670 sqm of operational zones, a 600 sqm Opening Ceremony site**, and associated event facilities, **a network of diesel generators was deployed** to provide temporary power. At present, lower carbon alternatives, such as HVO100 biodiesel, have limited availability in the Kingdom, but will be monitored for potential use at future editions of Rally Saudi Arabia.

Generator usage was strictly demand-based to avoid oversizing and unnecessary runtime. In total, the fleet of **67 temporary power generators** ran for a total of **9,327 hours**, generating **147,133 kWh** of electricity while consuming **166,852 litres of fuel**.

RENEWABLE ENERGY

Solar power was installed in several areas of the site. There is significant scope to expand on-site renewable energy capacity – solar installations across fan and operational zones will increase as the event matures to improve environmental performance and align operations with the decarbonization goals of the Saudi Green Initiative.



Responsible Water Consumption

Efficient water consumption and proactive conservation were key priorities throughout WRC Rally Saudi Arabia 2025. Water resources were managed through targeted actions designed to maintain operational continuity while supporting responsible consumption.

Throughout the event, water tanks supplying dedicated refill points were routinely monitored and refilled to maintain uninterrupted access for crews, participants, and spectators, and to manage usage for non-hydration purposes.



Sustainable Hospitality Practices

Catering operations were planned and delivered in accordance with responsible consumption principles. **Food quantities were monitored throughout service** to reduce over-ordering and prevent food waste. **Menu design prioritized locally sourced** and seasonal ingredients, supporting regional suppliers while lowering transportation-related emissions.

To further reduce environmental impacts, reusable and **certified compostable serving materials were utilized** in place of single-use plastics. Collectively, these measures contributed to lower waste generation and more sustainable food service practices during the event.

HOSPITALITY COMPLIANCE

Supplier engagement also formed a key component of the sustainable hospitality approach at WRC Rally Saudi Arabia 2025. Vendors were **required to comply with the Saudi Motorsport sustainability policy** and a range of ESG criteria related to transportation, packaging, procurement, employment, well-being and welfare, and waste management practices. Preference was given to suppliers offering compostable or reusable products, demonstrable food waste reduction practices, or clearly defined labour guidelines.



Transport and Accessibility

Nearly 14,000 fans attended the WRC Rally Saudi Arabia 2025, demanding a robust, efficient mobility strategy. Measures to reduce transport emissions related to spectator travel were implemented, including deploying short-distance shuttle services and coordinated vehicle-sharing initiatives to minimize the number of individual trips to the venue, helping to lower fuel consumption and associated greenhouse gas emissions.

VENUE ACCESSIBILITY

Rally Saudi Arabia is an event open to all. Reflecting this commitment, the event's accessibility strategy aimed to provide as many local residents as possible with the opportunity to experience Rally Saudi Arabia. The Opening Parade was held in a public coastal area of Jeddah and was followed by the Opening Ceremony. The **Service Park was accessible to fans across the competition**, allowing them to experience the event atmosphere and meet the teams firsthand.

Clear signage indicated where accessible infrastructure, parking, and directions for wheelchair access ramps were located throughout the venue.

Regular social media communication engaged fans with updates and live access to the rally stages.



14,000

SPECTATORS ATTENDED WRC RALLY SAUDI ARABIA 2025

6.2. Carbon Footprint

Carbon footprint reporting is a central component of the event’s sustainability strategy, supporting operational transparency and Rally Saudi Arabia’s carbon reduction objectives. It is also a requirement for all rally organizers under the WRC Operational Manual.

To provide a complete picture of emissions, the **carbon footprint calculation also included emissions related to the Opening Ceremony and Fan Zone**, which were powered by temporary generators. These ran on diesel, as HVO100 biodiesel is not yet widely available in Saudi Arabia.

ENERGY CONSUMPTION

Energy consumption represented the primary emissions hotspot, accounting for 57.2% of total emissions. This was driven largely by Fan Zone operations rather than core rally activities.

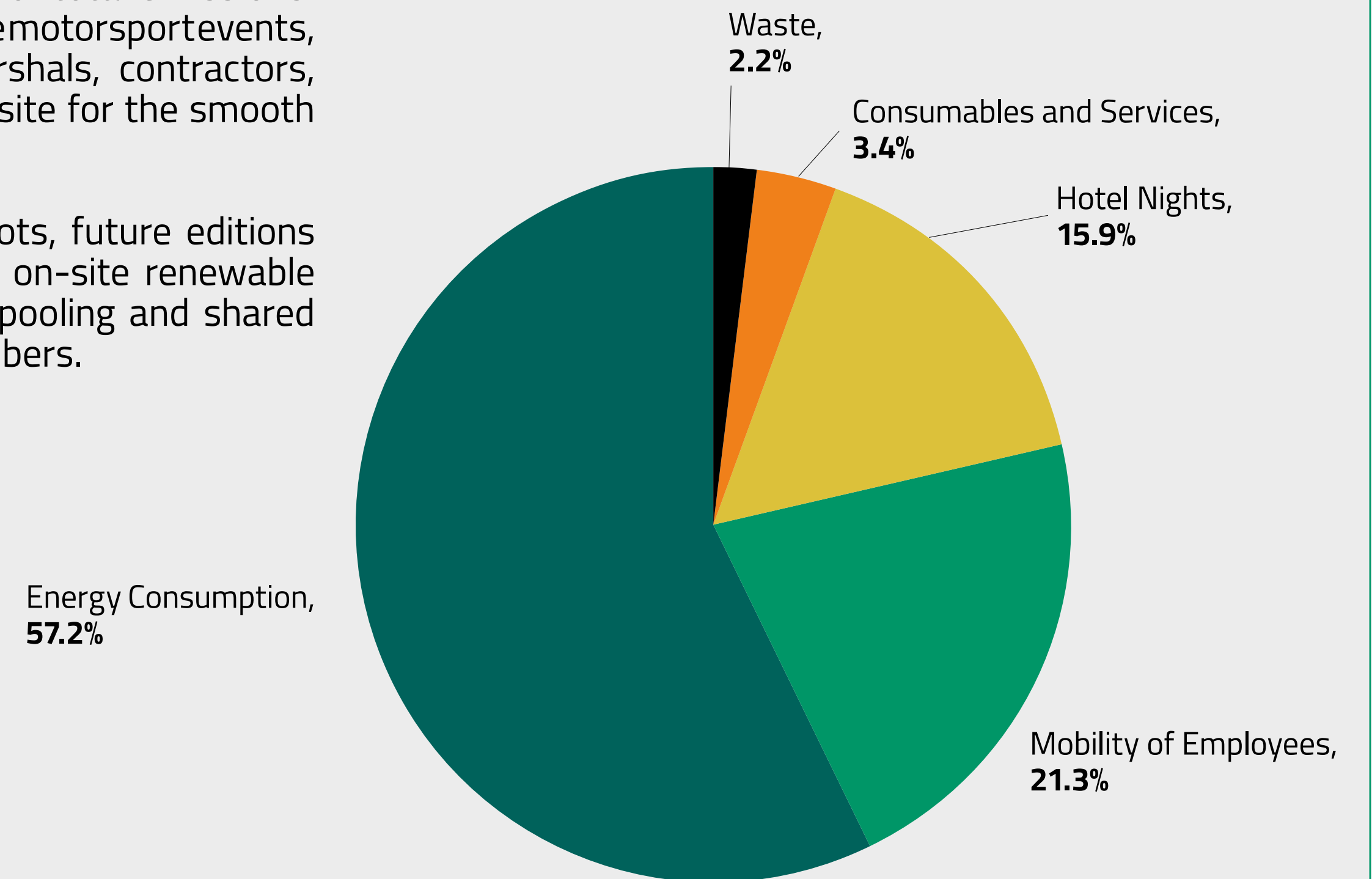
The Fan Zone at WRC Rally Saudi Arabia 2025 spanned **14,670 sqm** and operated across three days, with an additional **600 sqm** for the Opening Ceremony. It hosted a broad range of third-party food vendors, craft workshops, and hospitality suites, significantly increasing overall energy demand. While elements of the event were powered by cleaner energy sources, the Fan Zone relied on temporary power solutions to bring the rally closer to fans, including the use of diesel generators.

TRANSPORT-RELATED EMISSIONS

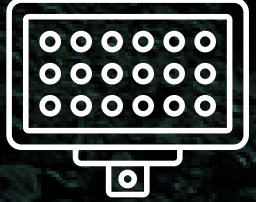
Transport was another significant source of emissions, with **employee mobility constituting 21.3% of total emissions**. This pattern is consistent with other elite motorsport events, which require large numbers of marshals, contractors, and other specialist support staff on-site for the smooth operation of the event.

To address these two primary hotspots, future editions of Rally Saudi Arabia plan to expand on-site renewable energy installations and promote carpooling and shared transport initiatives among staff members.

EMISSIONS CATEGORY



WRC Rally Saudi Arabia 2025: Technical Infrastructure



280+
LED PANELS INSTALLED
ACROSS TEAM GARAGES
AND SPECTATOR ZONES



3
LARGE LED SCREENS
DEPLOYED FOR MEDIA AND
SUPER SPECIAL STAGE



88
PROFESSIONAL LIGHTING
FIXTURES INSTALLED
ACROSS SHOW AND
ACTIVATION AREAS



66
GENERATORS DEPLOYED
WITH TOTAL CAPACITY OF 14
MVA



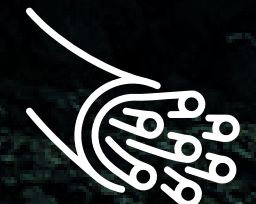
147 MWH
GENERATED ACROSS 9,300+
OPERATIONAL HOURS



230 CCTV
CAMERAS DEPLOYED



155
TOWER LIGHTS INSTALLED



9KM
FIBER OPTIC BACKBONE
INSTALLED



20KM
STRUCTURED CABLING
DELIVERED



120 WI-FI
ACCESS POINTS CONFIGURED



6.3. Social Impact and Community Engagement

At WRC Rally Saudi Arabia 2025, social and community initiatives took center stage, with targeted efforts to enhance spectator well-being, engage local students, and showcase Saudi culture to a global audience in line with the objectives of Saudi Vision 2030.

Student Engagement Programs



200+ STUDENTS
ATTENDED OUTREACH EVENTS



FROM 8 EDUCATIONAL INSTITUTIONS AND SOCIAL ENTITIES



3 WRC TEAMS
PARTICIPATED

WRC STUDENT EXPERIENCE

A student engagement and inclusivity program was delivered to introduce young people to motorsport and the World Rally Championship. A total of 200 students from a range of educational institutions and social entities attended, providing diverse, inclusive access to the Service Park and the Fan Zone.

MEET & GREET SESSIONS

More than 50 middle and high school students were invited to participate in meet-and-greet sessions involving representatives from Hyundai Motorsport, M-Sport Ford, and Toyota Gazoo Racing. During the sessions, participants learned about the World Rally Championship, its global significance, and the engineering principles behind rally car performance. The initiative supported STEM-related learning outcomes and contributed to broader youth engagement objectives for the event.



Health, Safety, and Wellbeing Measures

The event incorporated several measures to protect the health, safety, and well-being of staff, teams, and fans. Although WRC Rally Saudi Arabia 2025 was held in the comparatively cool month of November – with average temperatures reaching 28°C – **safeguarding fans from heat and dehydration remained a priority** for operational teams.

Hydration awareness was promoted across the venue. Supported by Rally Saudi Arabia's Hydration Partner, **free hydration points** ensured continuous access to drinking water. Shaded break areas were established to provide relief from heat exposure and to support safe rest periods for fans and personnel working extended shifts



Showcasing Saudi Culture to a Global Audience

In the Fan Zone, a dedicated Cultural and Heritage Zone showcased Saudi traditions and artistic displays. Attendees were welcomed with vibrant cultural performances upon entry, setting the tone for an immersive Saudi experience.

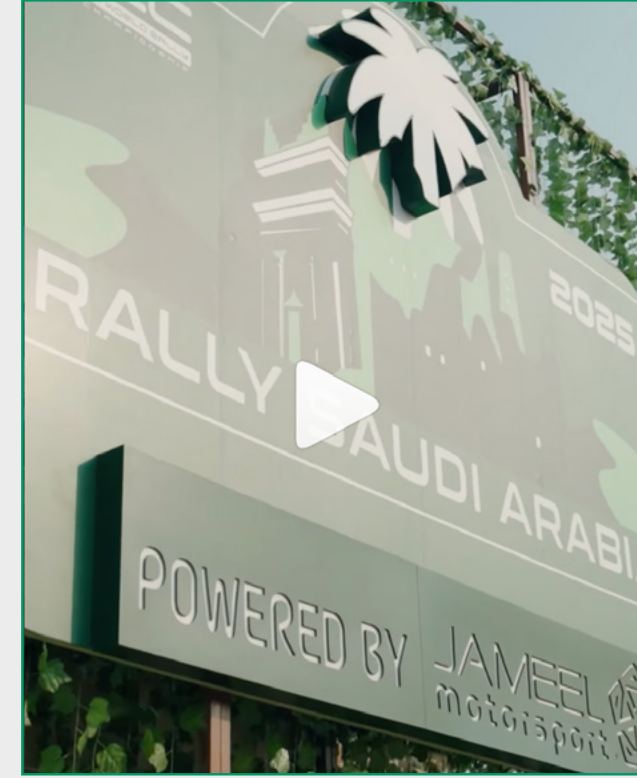
Visitors could explore arts and crafts workshop highlighting traditional Saudi calligraphy and crafts, while multiple cultural booths showcased authentic heritage items and artefacts. A variety of Saudi catering options offered traditional food and beverages, providing international attendees with exposure to local cuisine.

Across the Fan Zone, visual prayer time announcements were displayed, and dedicated prayer areas were made available for all visitors.



6.4. Governance

Alignment with regulatory frameworks and international ESG standards set the foundation for positive sustainability impacts, while strong governance processes drove effective delivery across the event.



Sustainability Communication

Transparent and clear sustainability communications are a core strand of the event's governance strategy. Reflecting this, sustainability expectations were formally communicated to participants ahead of WRC Rally Saudi Arabia 2025 through the **distribution of official Rally Sustainability Guidelines** to all teams via the rally website and pre-event communications.

A dedicated sustainability section was created within the Official Rally Guide, communicating key requirements related to waste disposal, environmental protection, and operational compliance, supporting consistent implementation of environmental standards for teams, drivers, and fans.

Social media content documenting the student engagement programs implemented at the event, posted by the official Rally Saudi Arabia Instagram account, as well as the educational institutions in attendance, also highlighted the positive social impact generated by Rally Saudi Arabia. Significant engagement with social impact content was recorded, with the series of posts reaching over 100 post engagements and 51,000 views combined.

Overall, Rally Saudi Arabia's social media accounts reached **49,800 interactions and over 64 million impressions** across its platforms.

Vendor Compliance

Sustainability requirements were integrated into third-party vendor scopes and contracts to ensure **service delivery aligned with Saudi Arabian environmental and operational standards**.

Waste, energy, and service providers were monitored through a combination of operational tracking, structured data submission tools, and third-party certificates and reports, enabling performance verification during the procurement process. Independent vendor documentation supported audit readiness, evidence traceability, and continuous improvement across the supply chain.

Looking Ahead: Driving Environmental Progress

FROM TWO-STAR TO THREE-STAR ACCREDITATION

Looking ahead to 2026, **achieving the FIA Three-Star Environmental Accreditation** remains a core priority. A comprehensive readiness and development plan is already underway, with a strong focus on improving clean energy capacity and expanding social engagement initiatives in preparation for the Three-Star assessment – the highest environmental standard in global motorsport.

Securing this accreditation will ensure Rally Saudi Arabia continues to meet the evolving expectations of fans, governing bodies, and government stakeholders, while aligning ESG performance with the World Rally Championship's international promoter base.

CLEAN ENERGY CAPACITY

Expanding on-site renewable energy capacity will be another key focus for future editions of the event. In line with the Saudi Vision 2030 target of generating 50% of national energy from renewable sources by 2030, Rally Saudi Arabia will increase renewable deployment — **primarily through temporary solar installations** — across both fan and operational areas. **Strategic partnerships with green energy providers** will further support efforts to reduce energy-related emissions.



Creating a Community-Centric Rally Saudi Arabia

SOCIAL IMPACT

Ensuring local communities have access to Rally Saudi Arabia is fundamental to delivering lasting social impact that goes beyond the sporting spectacle.

Community engagement will play an increasingly important role in shaping Rally Saudi Arabia's legacy. A two-strand approach involving educational workshops for students and targeted social media campaigns will strengthen connections with local communities and global rally audiences alike.

Initiatives planned ahead of Rally Saudi Arabia 2026 include the development of school-based programs to promote sustainability and biodiversity awareness among students and social media campaigns encouraging sustainable fan travel.

SHAPING WRC RALLY SAUDI ARABIA'S LEGACY

The Saudi Ministry of Sport's inaugural WRC event has provided a powerful platform to accelerate and deepen the sustainability credentials and long-term impact of Rally Saudi Arabia.

ESG impact, community spirit, and innovation will always be central to event delivery. As the partnership with WRC continues to evolve, Rally Saudi Arabia is set to build on this ethos by setting new standards for sustainable motorsport.

With **WRC events confirmed in the Kingdom of Saudi Arabia through to at least 2035**, there is a unique opportunity to use the rally as a platform to explore and showcase the Kingdom's rich culture and diverse natural landscapes, inspiring the next generation within its increasingly vibrant society.





بطولة العالم للراليات FIA WORLD RALLY CHAMPIONSHIP



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التحدي الأعظم في قلب الصحراء
THE ULTIMATE SHOWDOWN IN THE DESERT

