

# PRESS RELEASE

Hillegom, September 1st, 2020



## *Mark Laan new navigator,*

Both Mark Laan himself and his contribution to the construction of the hospitality truck cannot be overlooked. His entry into the Firemen Dakar team helped the team to take the next step in its development. His commitment, enthusiasm, plans and ideas about the team and the material are extremely contagious.

That (flawless) navigation through the Saudi wasteland is not easy, Mark realizes all too well. However, we know him as someone who does not shy away from a challenge; that has been clear to us from day one.

Mark is director / owner of Caravancentrum Venhuizen. In addition, he works for the voluntary fire brigade of Hem / Venhuizen, North Holland North Safety Region, with the function of crew and vehicle operator.

*"I did not immediately say yes, but first considered everything carefully. After consultation, with my family, among others, my answer was resounding yes." Mark said.*

*"My track record in motorsport, the technical knowledge, my determination and 110% commitment mentality are qualities that I can say help me to perform well for the team."*

According to Mark, there is no 'I' in a team: *"Together with Jan and Richard, we are going to ensure the upcoming Dakar's a top performance in the Iveco racing truck. In addition, I will certainly not forget our mechanics, they are great colleagues and deserve just as many credits for the successes of recent years",* said the brand-new navigator.

By purchasing the IVECO, in combination with the annually growing technical and team development, the Firemen Dakarteam knows for sure that the top 10 goal is realistic.

*"At first we want to surprise friend and foe during a few specials by achieving sharp top 10 rankings. In the long term it is of course the intention to finish in the final ranking within the top 10",* says Richard de Groot.

The Firemen Dakarteam have completed their first tests and technical sessions.

Richard de Groot: *"Man oh man... what a beast of a machine. It is incredible how Team De Rooy on the one hand has created an apparently "simple" construction but at the same time technically very high-quality machine. Real craftsmanship." ... followed by a very broad smile.*

In addition, the Firemen Dakar team brand continues to develop in terms of marketing and awareness.

*“We are now reaching almost 60,000 followers on Facebook. This puts us on track to soon become the largest Dutch Dakar truck Facebook community. We are a full-fledged brand with reach, commitment, followers; and everything which comes with that. More than once we have reached millions of the (potential) target group of our partners. And that’s only getting better, bigger and more international. In the coming year too, we want to amaze friend and foe on every level.”*

**The big countdown to the Dakar of 2021 has begun. And the clock is ticking faster than desired by default. Despite that, we are eager to get back ashore in Jeddah.**

Photo’s









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The above message and photos can be used immediately. For more (background) information, please call Richard de Groot: +31 (0) 6 53357965

Sincerely,

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