



Adventure, thrill and challenge at the Rhino Charge 2025

The 2025 Rhino Charge edition took place on May 31 in Saimo-Soi, Baringo North, marking the county's fifth time as the host. The annual off-road competition saw 64 teams navigate 13 checkpoints across challenging terrain while covering the shortest possible distance. Speed is not the focus; instead, strategy, endurance and vehicle capability are key.

Established in 1989, Rhino Charge was created to raise funds for environmental conservation, primarily to support the construction of an electric fence around Aberdare National Park. The fencing protects

wildlife, mitigates human-wildlife conflicts and conserves vital ecosystems. Organised by Rhino Ark Charitable Trust, the initiative has expanded its conservation efforts beyond Aberdare, supporting other forests and catchment areas across Kenya.

The efforts of Rhino Ark aid the Kenya Wildlife Service and Kenya Forest Service in managing protected areas. Sustainability is a priority, with waste management teams ensuring environmental responsibility, strict compliance protocols in place and carbon offsetting via verified credits from the Chyullu Hills REDD+ Project.

Some 64 teams participated, making history with the introduction of an electric vehicle (Car No. 29), demonstrating the event's commitment to innovation and sustainability. This year, Rhino Charge raised Sh269.5 million, with an additional Sh8.8 million benefiting local community projects. Since its inception, Rhino Charge has raised over Sh2.4 billion, supporting fencing, habitat restoration and conservation in critical ecosystems.

In this edition of *InfoBytes*, we tell you how the event blends adventure, challenge and thrill to support conservation efforts in Kenya.



1 About Rhino Charge

This is an annual off-road competition held in Kenya in which the entrants are required to visit 13 points (checkpoints) while travelling the shortest possible distance across difficult, trackless terrain, where speed is not a necessity.



2 History of Rhino Charge in Kenya

The event was conceived in 1989 to raise funds for environmental conservation, in particular, the construction of the Aberdare National Park electric fence. Rhino Ark founder Ken Kuhle, rally enthusiasts Rob Combes and Brian Haworth mooted the idea of an off-road event to support the fencing project carried out by Rhino Ark Charitable Trust. The Trust was committed to saving the dwindling Rhino population in the park, as well as mitigating human-wildlife conflicts.

Rhino Charge is the only few sports events run with a national environmental

conservation purpose.

Rhino Charge is organised by Rhino Ark, a charitable trust registered as a Charity in Kenya, with sister charities in the UK and the US. Founded in 1988, the Trust responded to the grave crisis facing Kenya's Black Rhino population in the Aberdare ecosystem. The animal was under severe threat from rampant poaching for their highly valued horn. Rhino Ark's initial aim was to build a fence along sections of the Aberdare National Park on its Eastern Salient where the rhino was being poached.

3 Does Rhino Charge partner with the Government?

Yes, the event organisers work with the Ministries of Environment and Forestry and Tourism and Wildlife. They also work with the County Governments, and institutions like the Kenya Yearbook Editorial Board support the efforts. Besides that, the interventions made by the Rhino Ark assist tremendously the

Kenya Wildlife Service and the Kenya Forest Service in their mandates to conserve and manage wildlife protected areas in the water towers. This is at the core of the country's environmental conservation agenda, including the Government action plan to tackle climate change.

4 Where was the 2025 Rhino Charge held?

The 36th edition of the event was held in Saimo-Soi in Baringo North. This year marked the fifth time Baringo County hosts the iconic off-road competition, reinforcing its reputation as a hub for adventure tourism and conservation.

5 How many teams participated in the 36th Rhino Charge?

64 teams took part in the event. The event achieved a historic milestone: the debut of an electric vehicle (Car No. 29), signaling the Charge's commitment to innovation and environmental sustainability. The move aligns with global trends toward greener motorsports while maintaining the event's core mission—fundraising for conservation.



6 Why are 4x4 vehicles used in Rhino Charge?

This is because the event encompasses difficult terrain making the 4WD vehicles ideal for it.

7 How does Rhino Charge raise money?

Each competition car, of which there are a maximum of 65, raises a minimum amount to take part in the event. This money goes to Rhino Ark.



8 How much money was raised this year?

Sh269.5 million was raised this year for conservation efforts. Another Sh8.8 million from the vehicle community donation will directly benefit the host community priority projects. Since its inception in 1989, Rhino Charge has raised over Sh2.4

billion for critical environmental projects, including wildlife fencing, habitat restoration and community livelihoods in Kenya's most vulnerable ecosystems — such as the Aberdares, Mt Kenya, Mau Forest and Kakamega Forest.

9 How has the money been used?

As of today, 805 kilometres of electric fence has been built around the Aberdares, Mt Kenya, the Mau Eburu block, Kakamega Forest and South Western Mau. Through the fences, about half a million Kenyans are protected from conflicts with wildlife, and about 570,000 hectares of prime

forests and vital catchment areas are better protected from illegal forest destruction and wildlife poaching. The annual value of the ecological services protected by Rhino Ark conservation interventions, including the fences is estimated at Sh348 billion annually

10 How does Rhino Charge ensure sustainability during the competition?

Waste management teams diligently work across camps and checkpoints, with daily collection and sorting at the on-site Waste Sorting Station before recyclables are transported to Nairobi. Strict compliance protocols and fines ensure minimal environmental footprint. The event also retains its climate-neutral certification, offsetting all carbon emissions through verified carbon credits purchased from the Chyullu Hills REDD+ Project, which aids in conserving Kenya's indigenous forests.



11 How do members of the host community benefit from the Rhino Charge?

Members of the host community benefit through employment as crew during the duration of the charge. Proceeds from the vehicle community donation are also given to the local community for projects of their choice. Opportunities for commerce come with the thousands of spectators.



12 Who was the overall winner of the 2025 Rhino Charge?

Jeremy Holley (Car 33 – Team Huzi), moving up from third place last year.
Second place was Gray Cullen (Car 22 – Smiling Shenzis) while 3rd place Mark Glen (Team 48).

13 Who was the youngest finisher?

William Childs (Car 49), 16 years old



14 Other categories and winners

a) Classic Charge Category (Older vehicle classes or classic-style entries)

1st: Car 31 – Foley Chargers 2 (Joseph Njeri)

2nd: Car 18 – 18 Till I Die (Raaji Bharji)

3rd: Car 17 – Pumba Patrol (Rishi Chauhan)

b) Modified Class Winners (Teams competing in specially modified vehicles)

- 1st: Car 57 - Team 57 (James Boorman)
 - 2nd: Car 64 - Team 64 (Peter Bonde Nelsen)
 - 3rd: Car 21 - King 21 (Jonathan Somen)
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c) Unmodified Class Winners (Teams using unmodified or lightly modified vehicles)

- 1st: Car 9 - Car 9 (John Bowden)
 - 2nd: Car 4 - Foley Hemingways Charger (Paul Foley)
 - 3rd: Car 45 - The Crusaders (Ben-James Wade)
-



15 **Special Awards:**

a) Victor Ludorum (Most all-round successful team)

- 1st: Car 5 – Team 5 (Graham Mckittrick) from Position 3
 - 2nd: Car 48 – Mark Glen (Team 48 Mark Glen) from Position 4
 - 3rd: Car 3 – The Hatarious Chargers (Gurmeet Meta) from Position 5
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b) Gauntlet Challenge

- 1st: Car 38 – Bundufundi (Sean Avery)
 - 2nd: Car 33 – Team Huzi (Jeremy Holley)
 - 3rd: Car 42 – Team 42 (Anthony Havelock)
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c) Tiger Line awards (for bravest shortcut lines)

- Tiger Line 1: Car 39 – Team 39 (Jaspal Singh)
 - Tiger Line 2: Car 22 – Smiling Shenzis (Gray Cullen)
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d) Coupe des Dames (top all-women team)

- Car 19 – Petra Somen (Bush Babes)
-

e) Best-performing First-Time Team

- Car 4 – Paul Foley (Foley Hemingways Charger)
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f) Most Meritorious International Team

- Car 4 – Paul Foley (Foley Hemingways Charger)



16 Word from Rhino Ark Charitable Trust Executive Director Christian Lambrechts

"This event is about motorsport. It is also about fun. But more importantly, it is about fundraising for conservation.

Conservation is truly what brings us all here today."



17 Top Fundraisers

- a) Mr Adil Khawaja, Chairman, Safaricom: Car 44: Sh139,007,995
- b) Second: Mr Peter Kinyua's Car 23: Sh13,476,800
- c) Third: Mr Tim Carstens, Car 63 Sh 8,507,347

18 Word from Safaricom CEO Peter Ndegwa

"We are supporting the broader agenda that Rhino Ark and Rhino Charge stand for, which is all about sustainability and conservation."



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