



Media Briefing

The 37th Edition of Kenya's Premier Conservation Motorsport Event

www.rhinocharge.co.ke



The 37th Edition of Kenya's Premier Conservation Motorsport Event

The Rhino Charge is one of Kenya's most iconic and impactful conservation initiatives, combining motorsport, philanthropy, and environmental stewardship. Since its inception in 1989, this event has grown into a globally recognised platform that mobilises resources to protect Kenya's critical ecosystems.

The 37th edition of the Rhino Charge continues to build on a legacy of innovation, community engagement and measurable conservation impact.



Key Dates

FRIDAY, 29TH MAY



SCRUTINEERING
(COMPETITOR CAR
INSPECTION)

SATURDAY, 30TH MAY



MAIN EVENT

SUNDAY, 30TH MAY



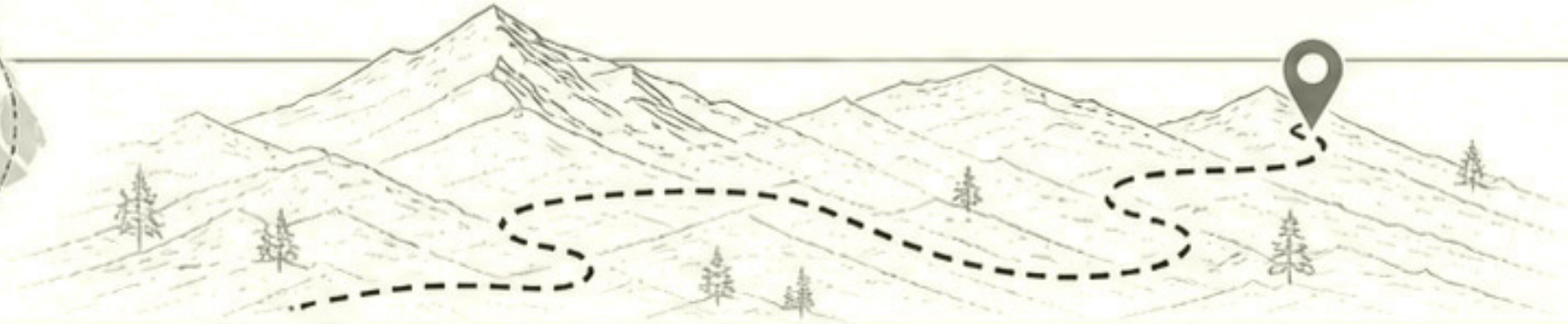
PRIZE GIVING

»»» What is the Rhino Charge?



REMOTE. CHALLENGING. CONFIDENTIAL.

The event is deliberately held in remote and challenging environments, with the precise location kept confidential until shortly before the event to protect its competitive integrity.



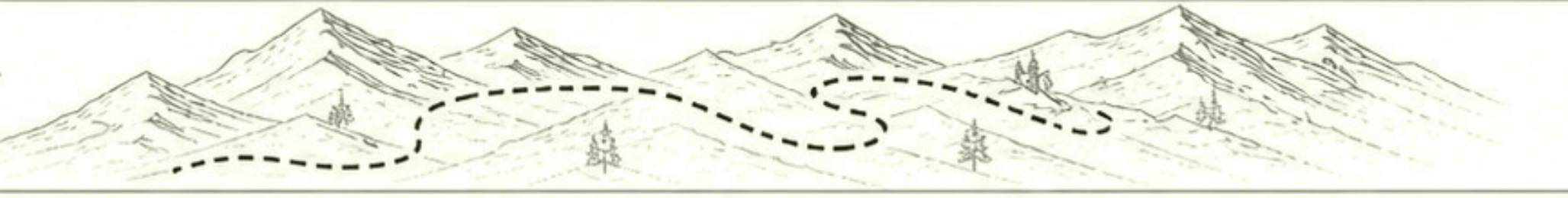
MAXIMUM 65 VEHICLES

A maximum of 65 vehicles participate to minimise environmental impact and maintain exclusivity.



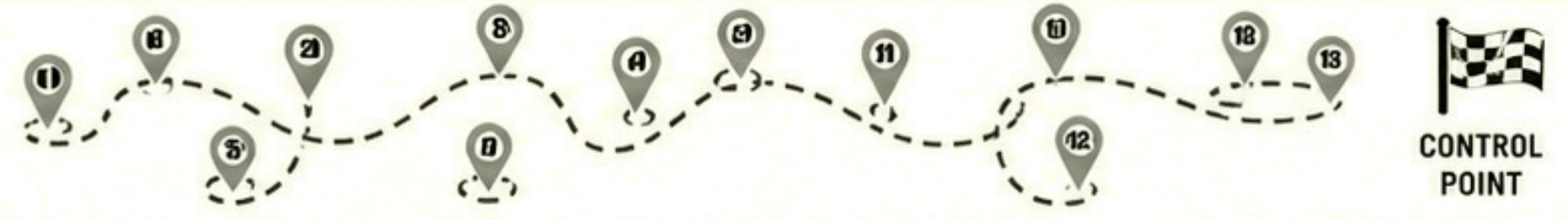
APPROXIMATELY 10 HOURS

Each competition runs for approximately 10 hours, during which teams must navigate extreme terrains.



STRATEGY. NAVIGATION. TEAMWORK. THE SHORTEST DISTANCE WINS.

The team that completes all the checkpoints and returns to the control point having travelled the shortest GPS-measured distance is the winner.



CARBON NEUTRAL BY COMMITMENT. BETTER BY ACTION.

The Rhino Charge strives to be a carbon-neutral event, with its environmental footprint offset through certified carbon reduction initiatives that make up for its environmental impact.



MEASURE
We measure our carbon footprint.



REDUCE
We take action to reduce emissions.



OFFSET
We invest in certified carbon reduction projects.



BALANCE
Working towards a carbon-neutral Rhino Charge



Purpose & Fundraising Model

The Rhino Charge was established in 1989 with the primary objective of raising funds for conservation, initially to support the construction of an electric fence in Aberdare National Park. Over time, it has expanded to become the main fundraising mechanism for the Rhino Ark Kenya Charitable Trust.

The event operates on a unique fundraising model in which each participating team is required to raise a minimum sponsorship amount, typically ranging from KES 750,000 and KES 1.5 million, although many teams exceed this threshold significantly. Funds are mobilised through a combination of corporate sponsorships, individual donors and team-driven fundraising efforts.

In addition to vehicle-based fundraising, further contributions are generated through event-access fees and partnerships. Corporate sponsors play a critical role in financing and amplifying the visibility and reach of the event.

This model has proven highly effective, transforming the Rhino Charge into one of the most successful conservation fundraising platforms in Africa.



Conservation Impact

SINCE ITS INCEPTION IN 1989,
THE RHINO CHARGE HAS RAISED
OVER KES 2.72 BILLION
IN SUPPORT OF CONSERVATION INITIATIVES ACROSS KENYA.

These funds have enabled Rhino Ark to deliver large-scale, measurable conservation outcomes that have transformed some of Kenya's most critical ecosystems.

KEY ACHIEVEMENTS INCLUDE:



OVER
853 KM
of game-proof electric fencing constructed, securing vital forest ecosystems and wildlife habitats.



PROTECTION OF APPROXIMATELY
652,000 HECTARES
of montane forest ecosystems, which kev water towers.



DIRECT PROTECTION OF
OVER **90,000 HOUSEHOLDS**
from human-wildlife conflict.



RESTORATION OF DEGRADED FOREST AREAS, WITH OVER
293 HECTARES
replanted and under active management.

MAJOR CONSERVATION PROJECTS SUPPORTED THROUGH RHINO CHARGE FUNDING INCLUDE:



- 1 ABERDARE ELECTRIC FENCE (410 KM)** — protecting over 200,000 hectares of forest and catchment areas
- 2 MOUNT KENYA ELECTRIC FENCE (316 KM COMPLETED OF 450 KM PLANNED)** — securing approximately 280,000 hectares
- 3 KAKAMEGA FOREST FENCE (50 KM COMPLETED)** — protecting Kenya's only tropical rainforest
- 4 EBURU FOREST FENCE (43 KM)** — safeguarding critical water catchments
- 5 MAU FOREST COMPLEX FENCING (INCLUDING SOUTH WESTERN MAU)** — protecting key river systems including the Mara and Sondu

THESE INTERVENTIONS HAVE RESULTED IN SIGNIFICANT MEASURABLE OUTCOMES:



REDUCTION IN HUMAN-WILDLIFE CONFLICT BY UP TO **95-98%** IN FENCED AREAS



NEAR ELIMINATION OF CROP RAIDING INCIDENTS



100% REDUCTION IN HUMAN FATALITIES LINKED TO WILDLIFE CONFLICT IN SOME AREAS



IMPROVED HOUSEHOLD INCOMES AND FOOD SECURITY FOR ADJACENT COMMUNITIES



INCREASE IN FOREST COVER AND REGENERATION, INCLUDING A **20.6%** INCREASE RECORDED IN SOME AREAS



RECOVERY OF WILDLIFE POPULATIONS AND IMPROVED ECOSYSTEM HEALTH

BEYOND BIODIVERSITY CONSERVATION, RHINO CHARGE-FUNDED PROJECTS PLAY A CRITICAL ROLE IN:



CLIMATE CHANGE MITIGATION THROUGH PROTECTION OF FOREST CARBON STOCKS



CLIMATE RESILIENCE BY STRENGTHENING ECOSYSTEM HEALTH



WATER SECURITY, AS THESE MOUNTAIN FORESTS REGULATE RIVER FLOWS AND GROUNDWATER RECHARGE



THE RHINO CHARGE IS NOT JUST AN EVENT — IT IS A PROVEN CONSERVATION FINANCING MECHANISM
DELIVERING LONG-TERM ENVIRONMENTAL AND SOCIO-ECONOMIC IMPACT AT SCALE.



Emerging Storylines



1. A NEW GENERATION EMERGES

A defining feature of this year's edition is the continued emergence of a "new generation" of participants, with an increasing number of first-time entrants, younger competitors, and teams transitioning from long-standing family involvement. Several teams now represent second- and third-generation participation, reinforcing the deep-rooted continuity and heritage within the Rhino Charge community.



2. LEGACY OF CONSISTENCY AND COMMITMENT

Two teams — **Car 5** and **Car 6** — stand out for having participated in all 36 editions of the Rhino Charge since its inception.



Car 5, in particular, holds an exceptional record, with multiple overall victories, numerous fundraising accolades, and repeated Victor Ludorum titles over more than two decades.



3. COMPETITIVE EXCELLENCE

In terms of competitive excellence, **Car 48** holds the record for the highest number of overall wins, with **six victories**, highlighting the level of skill, endurance, and strategic precision required to succeed in the Rhino Charge.

4. STRONG FIELD IN 2026

65
COMPETING
TEAMS



58 RETURNING
ENTRANTS



7 NEW TEAMS

New teams (Cars 8, 20, 30, 31, 37, 41, and 55) demonstrating a strong balance between continuity and fresh participation.

5. GROWING DIVERSITY



All-female
team



Entrants from
varied professional
and international
backgrounds



Former officials and
long-time supporters
stepping into competition
roles for the first time



6. THE HUMAN DIMENSION



Beyond competition, the human dimension of the Rhino Charge remains central. Strong community bonds, family participation, and a shared commitment to conservation continue to define the event.



Host Landscape & Community Impact

The Rhino Charge is hosted in a different region of Kenya each year, selected based on its terrain, ecological significance, and suitability for a challenging course for the participants. This rotational model ensures that the benefits of the event are spread across different landscapes and communities across different parts of the country .

Hosting the Rhino Charge generates both economic and social benefits for local communities that host it. Funds raised through event access and participation are invested in community projects such as the construction of classrooms, provision of water infrastructure, and other local development initiatives.

The event also creates opportunities for local engagement, including collaboration with conservancies, community groups, and local media. Cultural elements and local experiences further enrich the event and provide additional storytelling opportunities for media coverage.

Environmental sustainability remains a core priority, with strict “leave no trace” principles applied throughout the event, alongside carbon offsetting and controlled access measures to protect the host ecosystem.

>>> Event Operations & Media Engagement

The Rhino Charge involves complex logistics and requires coordination across multiple stakeholders. The event is largely volunteer-driven, with an organizing committee working year-round and more than 70 officials managing on-site operations.

Key partners include government agencies such as Kenya Wildlife Service (KWS) and Kenya Forest Service (KFS), along with conservation organisations, sponsors, and private sector collaborators.

The Rhino Charge offers diverse storytelling opportunities for media, from covering high-adrenaline competitions to in-depth reporting on conservation and stories about people.

Media Engagement

1

Pre-event briefings and regular updates in dedicated WhatsApp channel

2

Interviews with Rhino Ark leadership, competitors, and conservation teams.

3

Access to official photography, video, and drone footage.

4

On-site and off-site coverage options (subject to accreditation).

Due to the remote and sensitive location, media access is carefully managed. Accreditation is required.

The Rhino Charge remains committed to supporting accurate, compelling, and impactful media coverage that reflects both the excitement of the event and its critical role in conservation.



Thank You

Contact Us

Email: info@rhinocharge.or.ke

Telephone: + 254 (0) 20 2136010/1

[#WhyWeCharge](#)

[#RhinoCharge2026](#)