



PRESS RELEASE

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On Thursday, February 18 2016, Maxime Chaya's new expedition has been revealed. Known for his drawn-out "impossible" expeditions, Maxime announces his new adventure: BRAK - Biking Rub' Al Khali.

Unsupported, expedition BRAK is due to set off on March 3rd, 2016, from Dubai, and aims to cross the Empty Quarter, on bicycles. This journey across the largest sand desert in the world will end in Salalah (Oman) after one month of sand, sweat and tears.

Mr. Chaya quoted in his press conference on Thursday: "This is a daunting task, never attempted before. I hope to accomplish it, along with my teammate Steve Holyoak (UK), with the help and support of Nescafé Arabiana and Nestlé for testing and nutrition, Midis for navigation and communication, Dar al Handasah for bike geometry and route planning, Guardia Systems for safety equipment and monitoring, Libanpost for logistics

and transport, Nissan for the all-important cache-laying aboard specially-equipped Nissan Patrol vehicles, Bank Audi for the continuing support and Nestlé Pure Life for hydration. The press conference was hosted by Le Yacht Club in Zaytunay Bay and everyone present wished Max and Steve good luck in their endeavor, promising to follow the progress on www.maximechaya.com/brak.



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Jounieh, Ghadir, St Antonios Street
www.grind.agency | hello@grind.agency  

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